

CONSCIOUS COLLECTIVE

WELCOME PACKET



JANIE EDWARDS
& Company

Equipping women to live a conscious life with
beauty, curation, and simplicity.

behind

CONSCIOUS COLLECTIVE

Our family
ly driving somewhere
We had nice things, but nev-
we received occasional gifts out-
weren't spoiled. I think my parents
job modeling simple living and tak-
things you have.

Growing up, I had a
pretty great childhood.
vacations were typical-
to see extended family.
er name-brand stuff;
side of holidays, but
did a pretty great
ing good care of the

But something happened between then and my early 30s. I got caught
up in the culture that encourages selfishness, excess, and instant grat-
ification. I got caught up in a society that is rushing to gain more, do
more, and glorify busy-ness. I bought into the lies of great marketing
and branding from companies that sacrifice people, planet, authen-
ticity, and creativity for profit. During those years, I would be bothered
by some of it, but didn't really know how to get off the hamster wheel.

In 2015, I said, "This is enough!" I want-
life. Little did I know that I knew so
starting to open to a world
being exploited and

ed a more simplified
little. My eyes were
where people were
it was more real to me. I
made a plan to live with
more freedom as well as
more consciously and mindfully.

In some shape or form, I have been
planning and journaling for years.
Without thinking about it at the time,
I would just get it all down—write out
my daily schedule, complain, praise,
dream, pray, etc. I was also scrapbook-
ing before it was cool. These days, I
find myself sketching, painting, doo-
dling. When I flip through these books
now, I remember so well my feelings
from the words, the pictures—but I
also have this sense of coming full-cir-
cle and understanding what I didn't
then. I see patterns. I see God's hand
in my life. These books remind me of
failures, successes, growth, answered
prayers, and visions God has given me.
They retrace memories I want to hold
onto forever, and even some I want to
forget. Either way, these books of mine
represent part of the legacy I will leave
for my future generations.

Something I have learned from my
husband, Marcus, is the importance of





leaving a legacy. He has very little family left on this earth, and has held onto many heirlooms. Being minimalists, we have often gone through these items to consider letting go of them, but we just can't part with old journals and photographs. Why? The feel of these things in my hands, the smells, the life, the typography, the handwriting, the personal touches, the emotions, the history—I could go on and on. I think about what these items and their owners can teach me through their experiences. I think about the impact these people made, about my own legacy.

Maybe you're thinking now about your own situation. Why does it matter what you do with your time and your life? Simple. Because you have a purpose! I want to help you tap into your potential, especially in your lifestyle, so that you have the freedom that I have and so you have time to think about other things—higher things. "Therefore I tell you, do not be anxious about your life, what you will eat or what you will drink, nor about your body, what you will put on. Is not life more than food, and the body more than clothing?" (Matthew 6:25)

This shift to living intentionally looks different for each and every one of us, but I guarantee you this: it does not go unnoticed, nor is your time and effort wasted. What we do with our life shows up in our mind, body, spirit, family, home, neighborhood, community, and beyond. You, my friend, were created to live an intentional life, and I'm here, along with the women in this community, to help!

Janie Edwards

WHAT IS CONSCIOUS COLLECTIVE?

Conscious Collective is a mix between living, adventuring, bullet journaling, notebooking, scrapbooking, visioning. It involves planning with intention, mindfulness, and purpose.

Each month, we focus on a specific aspect of conscious living. But we go beyond inspiration and motivation: we break it down into realistic steps so you can gradually live it, breathe it, share it, and then create freedom for you and others.

Each digital package is chock-full of life-giving articles with beautiful imagery, action steps to take, and coinciding prompts and journal templates.

When I created the templates for Conscious Collective, I had a vision. You'll notice that the majority of the pages are basically an outline, with minimal design. This is for a couple reasons:

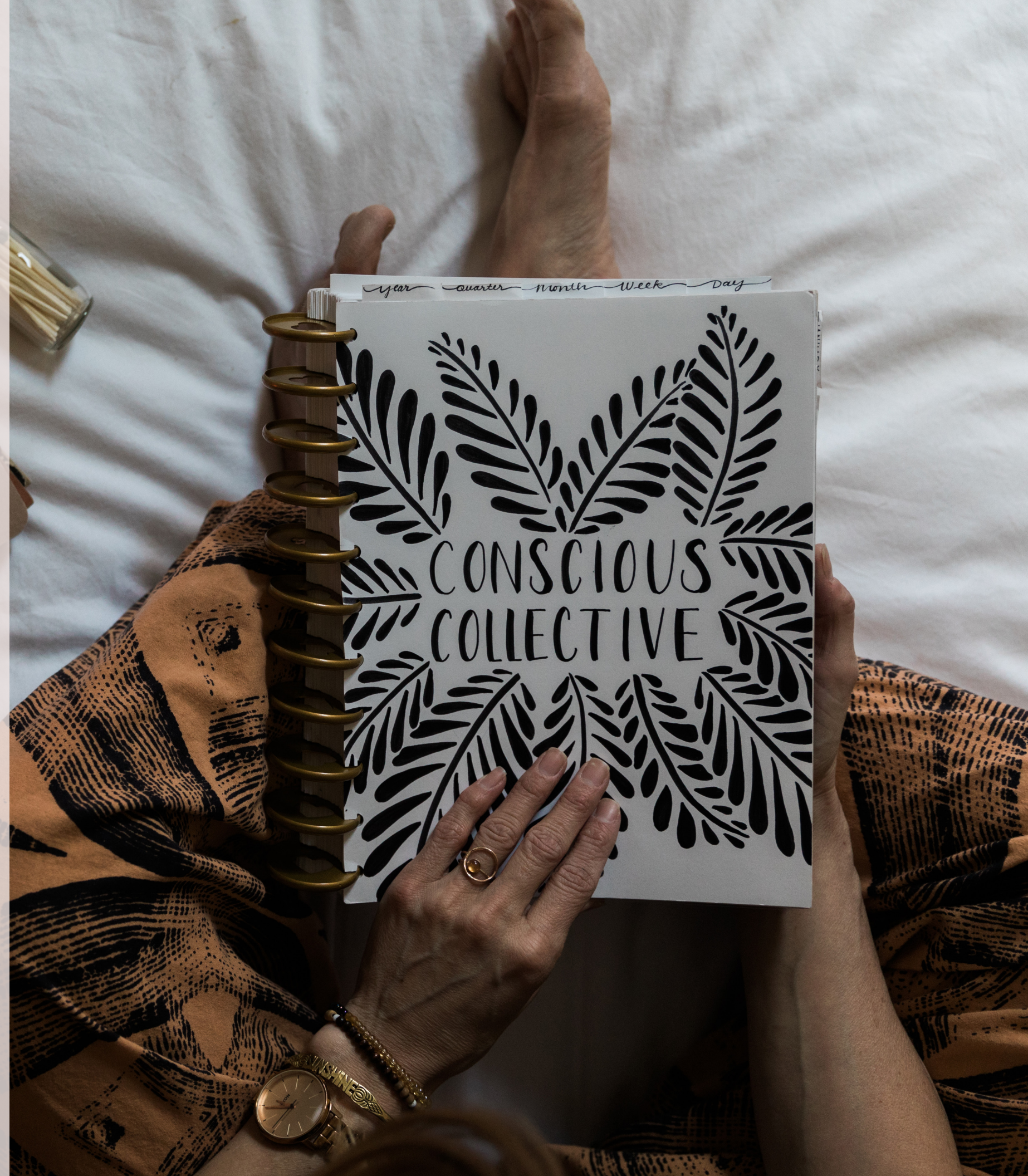
- Customizable for your wants, needs, and desires

- Color-free palette to save ink, money, and design how you want

I want CC to support you as you live more consciously, more ethically, more creatively.

No matter where you are in life, you have something to contribute. You can be a life-giver. You can share love. You can be a voice for those who need to be heard. You can say "no" to something to say "yes" to something better. Start where you are; do what you can; use what you have. Run YOUR race with perseverance and, without comparison. Because if it costs you your peace, it's too darned expensive! Come on, now—amiright?!

Be patient with yourself and others. You can't change everything in a day. Make changes where you can and know you're doing it because it matters, because it is part of your calling. I encourage you to stay focused, make small changes, and do your part so that all God's creation can flourish!





WHERE DO I START

Right where you are. Congratulations, you've taken the first step by showing up!

Breathe, stretch, shake, let it go. This is a marathon, not a sprint. This is a learning process. There will be trial and error. One day at a time.

1. Play around on the CC member page to see all the goodies included in your membership.
2. Read through the Welcome Packet. Oh hey, you're doing that now! Woohoo!
3. Collect the things you will need to get started on your journal.
4. Set some time aside in the beginning to devote setting up your journal. Once you get going, chances are you'll spend 10-30 minutes per day on your journal.
5. Download each month's Collective. You'll find the current month's Collective waiting for you on the first of the month.
6. Start working through the current month's Collective. You have a month to look at just this one thing with the community, so think about more than the journaling, but applying these principles to your everyday life.
7. Check out the Resources link on the CC member page for additional support and resources.
8. Join the private Facebook group for conversation, community, and current month information. Let us know how it's going and what you're feeling. How is this transition for you?

1. Connect through Pinterest and Instagram for even more resources and inspiration.

Tips on journaling:

- Don't make it complicated. The focus is on doing it. Get something on paper and go from there. You'll eventually find your groove and style.
- Be flexible and give yourself grace. You will go through different seasons when you write more or less or have to change things up. That is perfectly fine and why I set this up as a "print-as-you-go" journal: flexibility.
- Add journaling to your daily rhythm and stick to it. This way it becomes a habit (that you look forward to!) and not a chore.
- When possible, create a relaxing environment for journaling to be still, listen, and let your thoughts flow.
- Use your journal as you see fit. If you don't want to share your journal with anyone, great! If you do want to share some of your thoughts with trusted friends and loved ones, great! If you want to share it with the world, great!
- This journal is about you, and it's for you. It really, truly should have your roots and soul, so don't put form over function. Besides, if you really screw up, you can always recycle that page and print a new one. If you get in a habit of not being real within your journal, it's not going to help you as much as it can.

You are history in the making!



TOOLS

When it comes to creating your journal, you can be a minimalist or you can go completely over the top. There are so many creative supplies out there, so knock yourself out if you want to. As I strive toward a lifestyle of conscious living, I try to find products that are ethically sourced/made and that are eco-friendly. (Still working on that for all my journal and art needs!) There may be some things on the list you find you don't need or like and go an alternate route. That is good because I want this to work for you and your lifestyle. These tools are what currently works for me:

- Printer (In-home or shop)
- Ink
- Printer paper, 24 lb. (used for all my daily sheets)
- Cardstock, 110 lb. (used for cover pages, inserts, and artwork)
- Cold Press Watercolor Paper (used for any watercolor artwork)
- Winsor & Newton watercolors and brushes
- Pencil (I use a mechanical pencil)
- Eraser (I use Pentel Hi-Polymer Eraser)
- Pens (I use black Microns in various sizes)
- Markers (I use Tombow Dual Brushes)
- Tabs (I make my own but you can purchase)
- Washi tape, artist tape, or scotch tape
- Three ring binder, A5 Binder or discbound system
- Hole punch (three punch, discbound, or A5 punch)
- Scissors and/or paper cutter
- Travel notebook (to take notes and draw when I don't have my CC journal)
- Camera or phone (to document experience and take pictures of people, places, and things to add to my journal)

For resources on specific tools and products, visit the Conscious Collective resource page.

SHARE THE LOVE

Receive \$5 credit to Janie Edwards & Co. for every referral who subscribes to Conscious Collective! Here are some ideas to get you going:

- Take photos of your planner in action and post to social media (#jeconsciouscollective)
- Link to Conscious Collective using any form of social media or through a blog post
- Share a review in blog post, YouTube video, Facebook, or Instagram
- Share our stock images through social media, website, or however you see fit

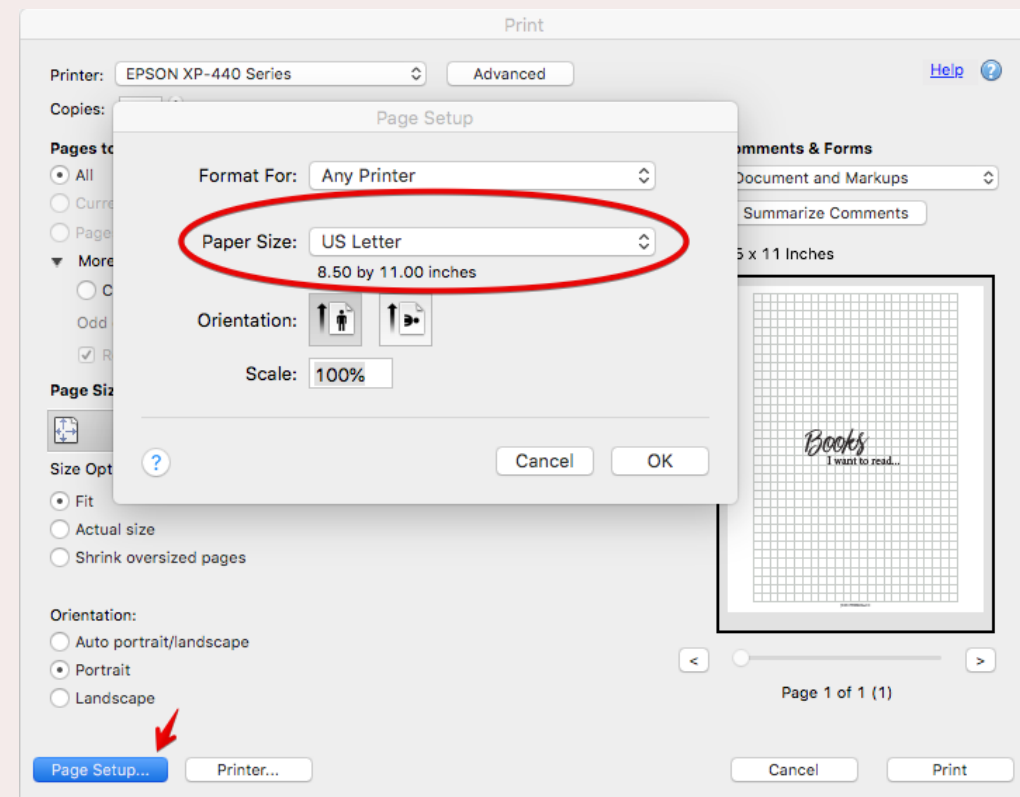
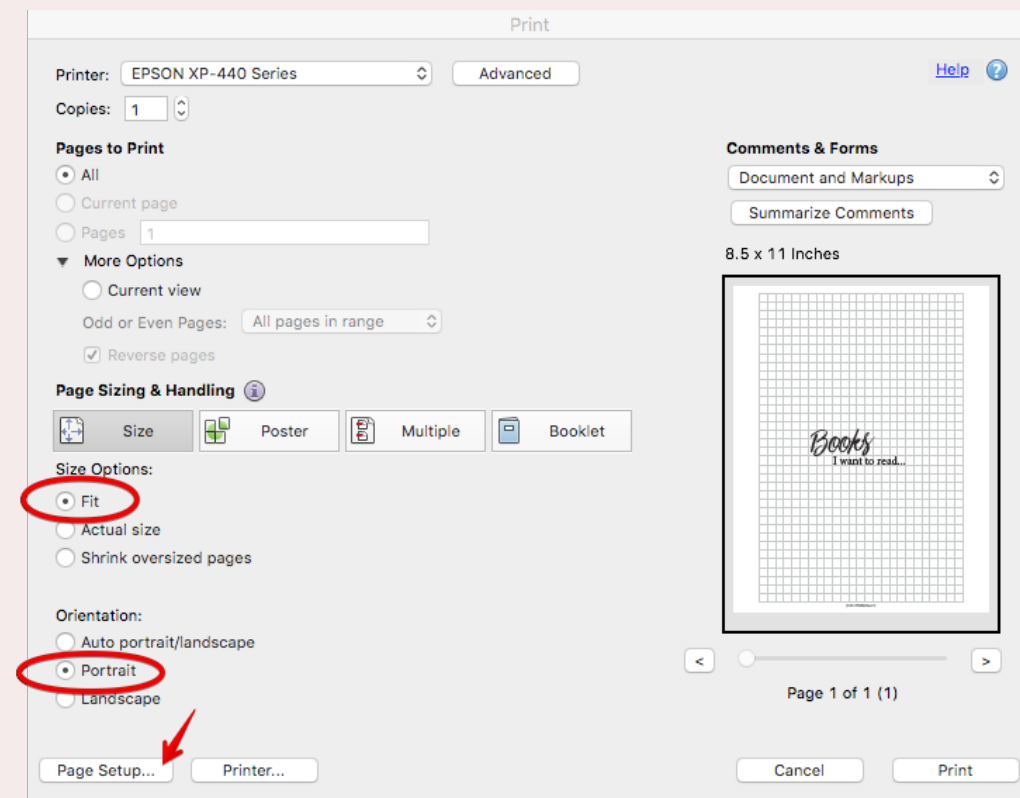
Contact hello@janieedwards.com for possible collaborations or partnerships.



PRINTING INSTRUCTIONS

1. Open the template/PDF in Adobe Reader.
2. Load up your printer with letter or A5 paper, depending on the size you are choosing to print.
3. Go to File → Print → Page Setup → Paper Size. Choose the size you want from the dropdown menu.
4. Click OK.
5. Back in the print settings window, be sure “fit” and “portrait” are clicked.
6. Print!

Note: The following settings look/work slightly different on your printer



FAQ

I'm interested but I'm already so busy. How much time do I need to commit?

I totally understand and I acknowledge you! The idea behind Conscious Collective is to create more freedom. When you first get started, you'll want to set some time aside to go through everything and set up your journal. Once you get going, chances are you'll spend 10-30 (intentional) minutes per day on your journal.

I love the idea of this but it seems really "artsy". I can't even draw stick figures! Can I do this?

Friend, it is okay! Conscious Collective is SO much more than just the writing and drawing. This is for women who can't draw stick figures, women who are amazing artists, and all the women in between. Plus, the templates make things easy and we coach you along the way!

Is Conscious Collective faith based?

Conscious Collective is not directly focused on faith but I am Christian and cannot imagine my life without my relationship with Jesus. There may be references to scripture, prayer, songs, quotes, etc. I understand this may not be for everyone but everyone is certainly welcome. My hope is that you will be able to experience the joy, love, community, and freedom Conscious Collective can offer, no matter where you're at.

What if I join and decide it's not for me?

I will be sad to see you go but understand it's not for everyone. As long as you cancel within your first month, you will receive a 100% refund and you'll get to keep that month's content. I want to make sure experiences with Janie Edwards & Co. are always positive!

As a member, do I have access to past Collectives?

No, only the current month is available. However, as a member, you have access to a library that is chock-full of templates, stock photos, resources, and so much more. If you lose your downloads, you can contact us and we will send your files directly to you.

Can I purchase past Collectives?

Absolutely! Individual collectives are available for purchase for \$15 for members, and \$25 for non-members.

Are there restrictions to using and sharing the digital content?

Yes. Please read our Copyright, Terms, and Conditions. We LOVE that love the content and want to share it. Receive \$5 credit to Janie Edwards & Co. for every referral who subscribes to Conscious Collective!

When and how do I receive each month's Collective?

On the first of each month (or following business day) you will have access to the new Collective. You will just need to log-in at JanieEdwards.com/cc-log-in. We will send out a email reminder to let you know the new Collective is up. Make sure you stay subscribed to receive these!

How do I change my billing information?

As a member, you can head over to our "log-in" page and click on "My Profile" to access your account information.

When will I be billed?

All new memberships are charged to your credit card immediately. They will renew on the first of the month moving forward.

Can I get a refund if I forget to cancel my subscription?

Unfortunately, since you gain instant access, we cannot offer refunds. We do have reminder emails set up that will come via Stripe. You will receive one of those 3 days prior to being charged in case you'd like to update your membership.

Have another question or concern?

Shoot us an email! We want to address your needs and see you succeed!

FINE PRINT

COPYRIGHT, TERMS & CONDITIONS

I am so glad you have purchased Conscious Collective by Janie Edwards & Co.

It would be super-duper-awesome if you could help me out and follow these courtesies so I can continue to provide you with amazing digital content.

Yes, good! Do this!

- Download and print any files
- Print out the artwork to add to your journal, hang in your house, or give to a friend as a gift
- Credit/attribution is not required
- Pin planner images

No, bad! Don't do this!

- Share your login information with a third party
- Sell, lease, loan, transfer, assign, or give away the content or otherwise allow a third party to use the content in any way
- Use any files for commercial purposes
- Reproduce any files
- Copy or upload this content for use or distribution
- Alter, edit, manipulate, or build on the content or claim it as your own
- Use for any offensive or illegal uses

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