



## THE PAUSE BUTTON 2.0

Upgrade  
Your Self-Care  
THE PAUSE BUTTON 2.0



## Upgrade Your Self-Care

Jill Johns and Anita Brown believe in, practice and advocate for guilt-free self-care. Each week they offer raw conversations about anything that has to do with self-care in a society that applauds busy, stoic, ladder climbers.



## The Pause Button 2.0

Find us on iTunes, SoundCloud and Stitcher

[www.ThePauseButtonPodcast.com](http://www.ThePauseButtonPodcast.com)

[Fb.me/ThePauseButton2.0](https://fb.me/ThePauseButton2.0)



## Our manifesto.



### We believe:

- \*Feelings and emotions are real and deserve to be acknowledged.
- \*Everyone else is allowed to have and express his/her own feelings and emotions.
- \*Establishing boundaries is an essential part of self-care.
- \*The word “no” is a complete sentence.
- \*Others may have an emotional response to your boundaries and that’s none of your business.
- \*Only you know what you need for self-care.
- \*The ultimate goal is relief, not happiness.

The Pause Button 2.0  
[www.ThePauseButtonPodcast.com](http://www.ThePauseButtonPodcast.com)



The Pause Button 2.0

Media Kit • 2018



# THE PAUSE BUTTON 2.0

## Profile

### WHO WE SERVE

We serve people interested in listening to real women talking about real struggles and successes as they upgrade their personal self-care practices.

### HOW WE SERVE OUR CLIENTS

We help our clients by providing a community and a platform for people to explore self-care in an honest and supported environment. We build a relationship with our listeners through vulnerable storytelling and playful banter.

### OUR OFFERING

We record audio and video footage at Space To Thrive in Statesboro, GA where we also host self-care workshops and retreats. We offer free and low-cost downloads as well as merchandise on our website [www.ThePauseButtonPodcast.com](http://www.ThePauseButtonPodcast.com).

## The Pause Button 2.0

Find us on iTunes, SoundCloud and Stitcher

[www.ThePauseButtonPodcast.com](http://www.ThePauseButtonPodcast.com)

[Fb.me/ThePauseButton2.0](https://fb.me/ThePauseButton2.0)



## The Pause Button 2.0 FAQs

(For quoting purposes, blue answers were written by Anita Brown and black answers were written by Jill Johns.)

**Tell me about the name The Pause Button 2.0? What is the message behind the name? Why did you come up with it?**

The name came from a book that Jill was writing called Pressing Pause, which highlighted the ways people (mainly cancer survivors) came to practice self-care. The message behind the name is simply pausing on the hustle and bustle of life and bringing awareness to the present moment. We like the metaphor of self-care as a pause button on life. But “The Pause Button” is a pretty common name out there, so we attached the 2.0 to it because we think what we offer is an upgrade to self-care practices. We don’t talk about self-care trends, we talk about the real issues that come up with self-care practices and offer tried and true methods to living a more fully engaged life.

**Why should anyone be tuned into messaging about self-care?**

Stress is part of everyday life, but when we don’t have healthy coping mechanisms to get our physical, mental, and emotional lives back in balance, we can experience dysfunction and disease. Self-care isn’t about living in a bubble of bliss, it’s about assuaging the effects of stress on our physical and emotional bodies. We offer real conversations about self-care techniques that help cope with the kinds of stress that we all go through, or will go through.

**What is your personal conviction in choosing to launch this project?**

Quite simply, we love to talk about self-care and how our lives have changed by practicing certain self-care techniques. Since we are normal people, we think other people could be having a similar experience. And we want to offer our stories and conversation to others, because it’s how we connect to our community - locally, nationally, and globally.

**Why is the everyday person an expert to you?**

Each of us is the expert of our own life. No one else can determine what the answer will be for us. Others might be able to help us by sharing information that we need to make informed decisions, but each of us has the capacity for knowing what is best for ourselves. Sometimes we don’t trust ourselves and end up giving that power to others.

**What is special about the everyday person that most people may not take into account?**

We think everyday people are special because we believe that we are all doing the best we can with where we are in life.

**What evidence do you have that one’s relationship with themselves affects their relationship with everyone else?**

Scientists like Brené Brown might have empirical evidence out there. But we are normal people, and the evidence we have is anecdotal. We come from different upbringings and career backgrounds, but we both experienced a sense of disconnection with others. The quality of our relationships with others didn’t improve drastically until we improved the quality of the

---

## The Pause Button 2.0

Find us on iTunes, SoundCloud and Stitcher

[www.ThePauseButtonPodcast.com](http://www.ThePauseButtonPodcast.com)

[Fb.me/ThePauseButton2.0](https://fb.me/ThePauseButton2.0)



relationship with ourselves. It stands to reason that when we have a strong sense of self, we can create healthy boundaries with others. It makes sense that when we are filled with compassion for ourselves, we have it to give to others. Likewise, when we give ourselves the time and space to process our emotions, we are inclined to offer that to others.

**What solutions or provisions does The Pause Button 2.0 offer for self-care?**

The Pause Button 2.0 provides real, vulnerable conversation for those who need to hear that they are not alone. We talk about self-care practices - deep diving into practical application and the challenges that exist with self-care in our society.

**Audio+Video Footage. What is special about this?**

People connect with others when they're able to say "me too" and it's difficult to get that connection unless there's vulnerable storytelling. When we see ourselves in someone else's story, we feel connected through empathy. Empathetic relationships offer people support and space for change, when change is necessary. Our audio is very lightly edited, and listeners feel like they're part of the conversation. Offering video allows for our listeners to become viewers. They're getting a sense of personal interaction through body language and facial expression.

**Workshops and Retreats. Why should someone attend these?**

The Pause Button 2.0 podcast provides a community and a platform for people to explore self-care in an honest and supported environment. We pride ourselves on building relationships with our listeners through vulnerable storytelling and playful banter and we carry that relationship into the "real world" through our social media and online presence and interactions. Oftentimes, our free downloads and mini-courses are sufficient support tools for our listeners, but sometimes listeners want more. They want to meet other listeners. They want to interact with us and spend time in our magical space (Space To Thrive) with other people who are on a similar path. In this digital age where we often feel more and more disconnected from one another and from nature, it's refreshing to come find an opportunity to come together to collectively press pause.

**Who is your target audience?**

Anyone who needs to hear about self-care. We are white, cis-female, heterosexual married moms in our 40s, and we intend to bring guests on to speak about experiences that we are lacking. We think that the self-care we talk about is foundational to all walks of life.

**What is the mission or goal behind the launch of The Pause Button 2.0?**

Our mission is to advance the social acceptability of healthy self-care practices and to provide community and support for those on that path.

**Can you share a story of how physical, emotional, or spiritual self-care has turned a negative circumstance around or has benefited someone?**

The real success stories behind pressing pause typically are sexy or flashy. The successes are found in the mundane, everyday parts of our lives. The success stories that resonate with me are the simple stories where listeners are proud of themselves for saying no to a seemingly simple ask, yet the power of saying no felt giant. Listeners talk with us about breathing to calm themselves. Breathing to energize themselves. They talk with us about slowing down to notice the leaves changing colors on their trees. They talk with us about enjoying their coffee vs

---

**The Pause Button 2.0**

Find us on iTunes, SoundCloud and Stitcher

[www.ThePauseButtonPodcast.com](http://www.ThePauseButtonPodcast.com)

[Fb.me/ThePauseButton2.0](https://fb.me/ThePauseButton2.0)



mindlessly drinking it. They talk with us about being “present” with their kids while driving them to soccer practice. At the Pause Button 2.0, we celebrate each and every self-care “penny” that’s gathered along the journey that leads to a lifetime of physical, emotional and spiritual “wealth.”

**Where to find us:**

SoundCloud, iTunes and Stitcher  
[www.ThePauseButtonPodcast.com](http://www.ThePauseButtonPodcast.com)  
[FB.me/ThePauseButton2.0](https://fb.me/ThePauseButton2.0)  
[ThePauseButton2.0@gmail.com](mailto:ThePauseButton2.0@gmail.com)

**About the co-hosts:**

Anita Brown, LMT, has been massaging the tension out of people since 2003. She also writes. You can learn more about Anita at [www.anitakbrown.com](http://www.anitakbrown.com)

Jill Johns love to talk about self-care, mindfulness and thriving after cancer. You can learn more about Jill at [www.jill-johns.com](http://www.jill-johns.com).

**About the music:**

Brandi Harvey is a renowned singer-songwriter and entrepreneurial visionary bringing unsuspecting artists together to create musical magic. You can follow her on Facebook at [www.facebook.com/BrandiHarveyMusic/](https://www.facebook.com/BrandiHarveyMusic/)



---

**The Pause Button 2.0**

Find us on iTunes, SoundCloud and Stitcher

[www.ThePauseButtonPodcast.com](http://www.ThePauseButtonPodcast.com)

[Fb.me/ThePauseButton2.0](https://fb.me/ThePauseButton2.0)