

# *My Inner World*

A Website Community for Self-Discovery!



Look beyond what the eyes can see,

Follow your heart,

Become attentive.

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

Press KIT 2008

# About My Inner World

*My Inner World* takes us on a journey of self-discovery and healing to reconnect us with our inner selves.

Truly unique, this online spiritual community provides visitors the opportunity to receive daily guidance for enhancing their lives, participate in online meditations, and embark on more than a dozen interactive journeys of self-discovery.



The site is ever-evolving bringing new activities to discover and revealing insights and wisdom we are ready to see.



# Introducing My Inner World

## A Website Community for Self-Discovery

People are calling it "a life-changing experience," "the best interactive website out there," "fantastic." Since its September, 2007 launch, MyInnerWorld.com has quickly become the go-to website for self-discovery and healing.

Praised by New York Magazine as a "must-see phenomenon" Michele Bernhardt is a renowned intuitive and metaphysician and the voice of MyInnerWorld.com. Michele's message is simple, "We already possess all of the knowledge we'll ever need." "Our task is to rediscover and to remember those universal truths inside us all."

Unlike anything else on the web today, this online spiritual community takes us on an interactive journey of self-discovery and healing. Page after page is chock full of colorful and playful activities that have a depth of information and insight just waiting to be discovered.

Users come to the site for daily guidance, goal setting, enhancing relationships, and to record their thoughts in their very own online journal. One of the most popular sections is the Meditation Tree where users create their own sacred space before settling in to participate in one of Michele's guided meditations. One needs only to visit the community tent to witness the companionship and soul connections that users experience everyday.



# About Michele



**A 'must-see phenomenon'.**  
– *New York Magazine*

Renowned healer, intuitive and metaphysician, Michele Bernhardt is the Founder and President of MyInnerWorld.com.

A respected practitioner of the intuitive arts, Michele's unique gifts are regularly sought out by individual clients and companies throughout the world. Michele's message is simple - We already possess all of the knowledge we will ever need. Our task is to rediscover - to remember - those universal truths inside us all.

Michele is the author of the book *Colorstrology* which has been translated in three languages. She has appeared on PBS, Fox, Bloomberg and Oxygen TV. Michele has consulted for and worked with corporations and institutions such as Hearst, Lexus, Bloomberg World News, Neutrogena Corp. Spiegel and L'Oreal. As an author and columnist, she has contributed to many publications including *In Style Magazine*, *Travel and Leisure*, *Seventeen Magazine*, *Cosmo Girl*, *Redbook*, *Country Living*, *Fitness*, *The Miami Herald*, *Buzz*, *Spy*, and many others.

I am so very grateful for this website and Michele. She is so positive and her personality and voice are so uplifting and yet help me to stay grounded!!!

– *My Inner World Member*



# My Inner World Demographics

Visits/Month

60,000 +

Page views/Month

570,000 +

Newsletter Subscribers

30,000 +

Average Pages/Visit

9.5

Average Time on Site

8 minutes

“[My Inner World] is remarkable, thoughtful and inspirational. Thank you for this gift.”

- *My Inner World member*



# Who is the My Inner World user?

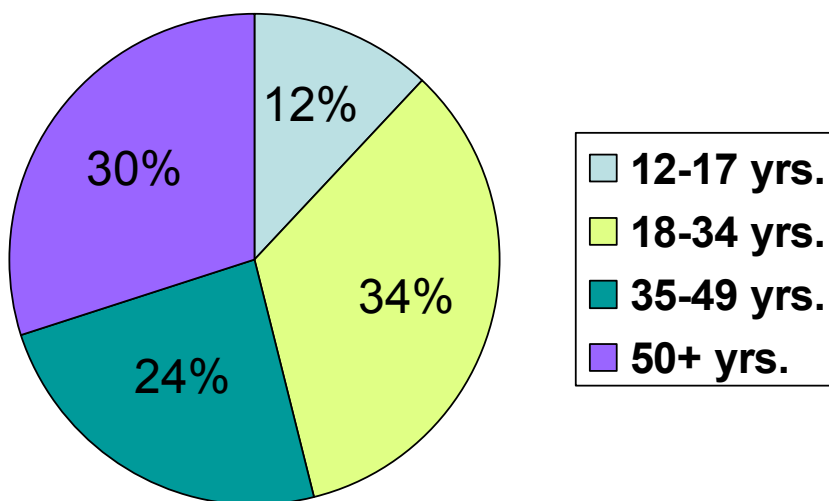
My Inner World users are educated, self-aware, and keen to what is going on in the world. They are forefront in their thinking and influential amongst their peers. They are loyal to the site visiting at least a few times a week.

## Gender

**91%**  
**Are Female**

**9%**  
**Are Male**

## Age Groups



## Education

**College – 49%**  
**Graduate School – 12%**

“[My Inner World] is truly fantastic. There is a wealth of inspiration for those of us on the road to self discovery.”

- My Inner World member



# What Members are saying about My Inner World



**“Thank you for creating the most magical and powerful website!** You can really feel the energy of your site, it is a real place. This is one of the best interactive websites that I have ever had the delight to visit!”

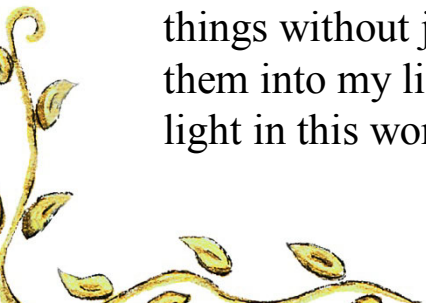
**“Awesome, awesome, awesome!! ”**

**“I have never been on such a powerful guided meditation in all the years I’ve been using them.** I am looking forward to a long journey of discovery using your website. It is truly a work of art.”

**“This site is so amazing - I really appreciate the insights and interactivity. Thanks so much and kudos!”**

**“[My Inner World] is absolutely STUNNING!** It is just so amazing and fun to explore. I will visit often and look forward to all the guidance it will provide.”

**“Your perspective of being gentle to your self and looking at things without judgment has helped me as I try to incorporate them into my life. Thank you for being such a positive beacon of light in this world.”**



The following are some of the publications, media outlets, and events Michele Bernhardt and My Inner World have been featured:

- ❧ In Style Magazine
- ❧ New York Magazine
- ❧ Oxygen TV
- ❧ Elle Magazine & Elle.com
- ❧ Oprah and Friends Radio
- ❧ Travel & Leisure Magazine
- ❧ Redbook Magazine
- ❧ Country Living
- ❧ Cosmo Girl
- ❧ Seventeen Magazine
- ❧ julib
- ❧ Daily Candy
- ❧ Fitness
- ❧ The Miami Herald
- ❧ WS Radio - Health & Beauty Revolution
- ❧ Lexus (Event Speaker)

*And many more...*



For Further Information Please  
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