

Project Title: SB's Leap to Legacy: 21 Days of Intentional Evolution

Purpose: To offer a unique blend of entertainment and enlightenment , using 21-day challenges to explore various aspects of self-improvement while engaging and motivating viewers.

Success statement

Inquisitive innovators should experiment with SB's 21-day journeys because personalizing these enlightening escapades enables them to catalyze their evolution into more fulfilled individuals.

Webpage title: 21dayswithSB

Who is the target audience¹?

1. Self-Improvement Enthusiasts

Individuals passionate about personal growth and seeking unique, engaging methods to enhance their mindset, habits, and overall quality of life.

2. Young Professionals

Early to mid-career individuals looking to improve their personal and professional lives through innovative, unconventional strategies that balance career advancement with personal well-being.

3. Creative Minds

Artists, writers, designers, and thinkers in search of inspiration and novel approaches to overcome creative blocks, boost productivity, and foster a more innovative mindset.

¹ The target audience describe the specific group of people most likely to respond positively to the information presented on the website

