



JOYrney To Purpose™

w/ Erica Lasan

JOY Strategist | Creative Consultant

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ABOUT ERICA LASAN

Erica Lasan is a multi-passionate entrepreneur, wife, and mom on a mission to transform the world through RADICAL JOY. As a JOY Strategist and Creative Consultant, Erica helps individuals and entrepreneurs in transitional phases of life find JOY, purpose, and healing in "what's next"! Her signature process, aptly called *JOYrney To Purpose™*, revolves around helping people rediscover their purest identities – by reconnecting with their purpose, and committing to building a habit of intentional JOY daily.

JOY STRATEGIST

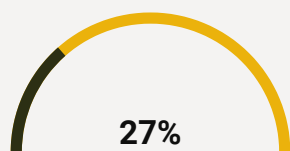
As a JOY Strategist, Erica guides women and entrepreneurs through a process of outlining creative solutions and strategizing personalized methods to find more JOY, purpose, and healing in new stages of life.

CREATIVE CONSULTANT

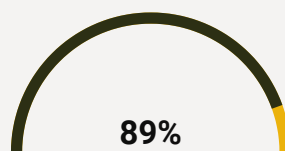
In this role, Erica helps businesses & brands create content (with JOY and ease) that invites conversation, while engaging the audience in an authentic and purposeful way.

NAVIGATING LIFE IN TRANSITION

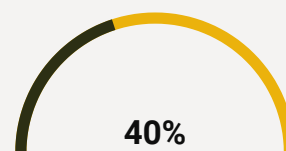
Can be rough.



College graduates land a job closely related to their majors



Of mothers don't feel supported by society



Increased risk of depression during retirement

WHO IS A JOYRNEY TO PURPOSE FOR?

People in transitional stages of...

SCHOOLING

- High school Graduates
- College Graduates

CAREER

- Career Pivots
- Clarity Starting A Business
- Job Searches

LIFE

- Entering Parenthood
- Retirement
- Life-Shifting Moments

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SERVICES / WAYS TO ENGAGE

Speaking

Virtual & In-Person

Interactive Workshops

Virtual & In-Person

On-Camera Host (Interviews)

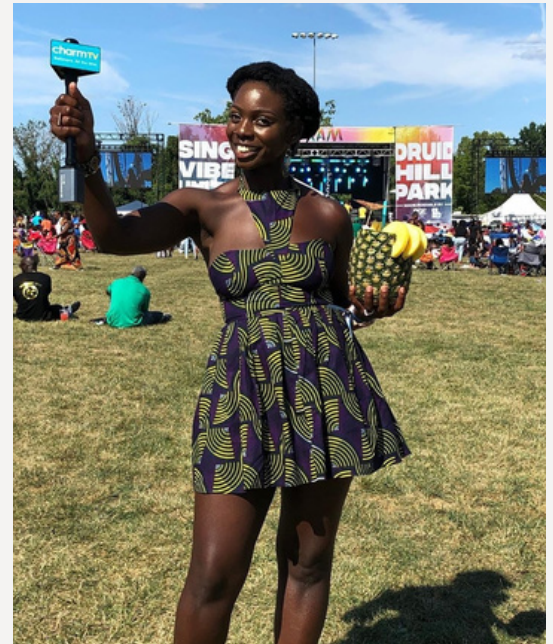
LIVE Correspondent, red carpets, backstage, etc

Influencer Marketing

Social Media Posts, Blog Posts, Social Takeovers

Content Development

Creating engaging content & experiences that connect



[\(Click to view reel\)](#)

AREAS OF EXPERTISE

Finding JOY (In Hard Times)

Parenting

(Re-establishing Self-Identity, Patient Parenting, & Stay-At-Home Motherhood)

The Black Experience

(African-American & 1st Gen. American)

Finding Peace Through Faith

Finding Clarity In Purpose

Rediscover, Reconnect, Recommit to JOY

Vision Casting

Establishing Vision (Vision Boarding), Setting Goals/Strategies, and Implementing Systems

LET'S KEEP IN TOUCH!

