

Podcast

HAPPIER WITH GRETCHEN RUBIN

Celebrating its 500th episode this year and consistently in the **top 25** in Apple's Health and Fitness category, *Happier with Gretchen Rubin* has had more than **280M downloads** to date. Since its launch in February 2015, *Happier* has been a winner or nominee for awards from Apple, Webby, Academy of Podcasters, and iHeartRadio.

Best-Of Lists

Oprah Daily

[16 Best Happiness Podcasts That'll Uplift You](#)

Entrepreneur

[10 Must Listen to Productivity Podcasts](#)

Mashable

[The 18 best motivational podcasts that could change your life](#)

Reader's Digest

[21 Best Motivational Podcasts to Inspire You Right Now](#)

BuzzFeed

[10 Life-Changing Things to Try in June](#)



280M

downloads to date

Happier reaches listeners in three ways:

- *Happier with Gretchen Rubin* (weekly)
- *Little Happier* (weekly)
- *More Happier* (weekly)

THE ONWARD PROJECT

The Onward Project is Gretchen's pioneering slate of podcasts dedicated to helping people live happier, healthier, more productive, and more creative lives. Shows help cross-promote important episodes and content. Current shows in the Onward Project portfolio:

• Happier in Hollywood

Veteran writers Liz Craft and Sarah Fain demystify Hollywood by making career and personal struggles universal. Friends since high school and writing partners for 17 years, Liz and Sarah have survived and thrived in Tinseltown's male-dominated entertainment industry, guided by blind optimism and Midwestern work ethic.

• Side Hustle School with Chris Guillebeau

A daily show for everyone who works a regular job and wants to start an income-earning project on the side. The show is written and hosted by Chris Guillebeau, the New York Times bestselling author of *The \$100 Startup*, *The Happiness of Pursuit*, and other books.



Books

Gretchen is the author of many books, which have sold more than **3.5 million copies**, and include seven *New York Times* bestsellers:

The Happiness Project

- *New York Times* #1 bestseller and stayed on the bestseller list for years.
- Translated into more than 30 languages.
- Tenth Anniversary edition was released in 2018.

Better than Before

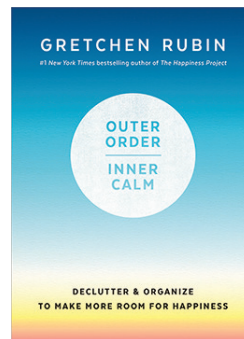
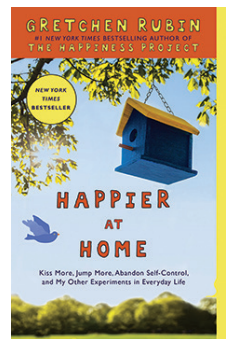
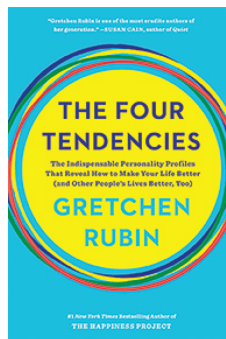
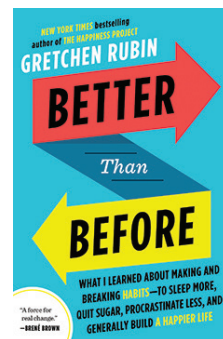
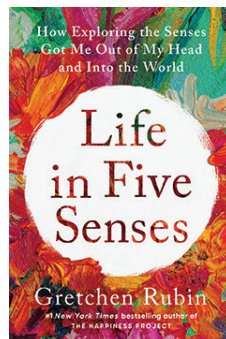
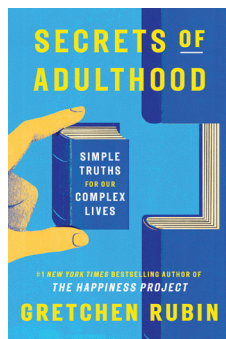
The Four Tendencies

Happier at Home

Outer Order, Inner Calm

Life in Five Senses

Secrets of Adulthood



Products

In the fall of 2021, Gretchen expanded her happiness toolkit, launching an [e-commerce shop](#) with a collection of engaging products, including bestsellers [The Know Yourself Better Journal](#) and [The Memento Keepsake Journal](#).

Additional products include:

- [Happiness Hacks Cards](#)
- [I Want You to Know: A Portrait of You](#)
- [Design Your Year: A Guide](#)
- [The One-Sentence Journal](#)
- [The Don't Break the Chain Habit Tracker](#)
- [The Tackle Box](#)
- [Know Yourself Better: Embracing Change](#)
- [Know Yourself Better: Building Connections](#)

Following the success of her *New York Times* bestseller, *Life in Five Senses*, Gretchen added two new products to The Happiness Project collection in 2023, both inspired by the book:

- [The Muse Machine](#)
- [The Five-Senses Journal](#)



Notable Partners

The Atlantic

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GRETCHENRUBIN.COM

THE-HAPPINESS-PROJECT.COM

THEHAPPIERAPP.COM

Bios

SHORT BIO

Gretchen Rubin is one of today's most influential and thought-provoking observers of happiness and human nature. She's an unusual combination: a literary writer who explores how we can put transcendent ideas into practice.

She's the author of seven *New York Times* bestselling books, including the blockbuster #1 *New York Times* and international bestseller *The Happiness Project*, as well as the *The Four Tendencies* and *Better Than Before*. On her top-ranking weekly podcast *Happier with Gretchen Rubin*, she discusses good habits and happiness with her sister Elizabeth Craft. She is also the founder of The Happiness Project, an ecosystem of products and tools to help people become happier, healthier, more productive, and more creative—including the award-winning *Happier™* app, which helps people customize and use habit-tracking tools.

She makes frequent appearances in TV, radio, and print, and is in much demand as a speaker. Rubin started her career in law and was clerking for Supreme Court Justice Sandra Day O'Connor when she realized she wanted to be a writer. Raised in Kansas City, she lives in New York City with her family.

LONG BIO

Gretchen Rubin is one of today's most influential and thought-provoking observers of happiness and human nature. She's an unusual combination: a literary writer who explores how we can put transcendent ideas into practice. She's known for her ability to distill and convey complex ideas with humor and clarity, and for her skillful use of many forms of communication to connect with a wide audience about her ideas.

She's been interviewed by Oprah, eaten dinner with Daniel Kahneman, walked arm-in-arm with the Dalai Lama, had her work written up in a medical journal, been written up in the *New Yorker*, and been an answer on the game show *Jeopardy!* She makes frequent appearances on television, radio, and print, and is in much demand as a speaker.

She's the founder of The Happiness Project—an ecosystem of products and tools to help people become happier, healthier, more productive, and more creative. "There's no one-size-fits-all solution," she explained, "so there's no 'right' way or 'best' way. We have to know ourselves and choose the tools that work for us."

Gretchen Rubin is a notable example of a traditional author harnessing new tools. With millions of copies of her *New York Times* bestselling books sold, with more than 280 million downloads of her podcast, with her award-winning habit-tracking *Happier™* app, with her products, and with an active following on her newsletters and social media, she reaches her audience wherever they want to be.

Happier™ app

Harnessing her work on happiness and habit-formation, Gretchen Rubin launched the *Happier™* app in 2021. The app uses the Four Tendencies framework to match users to the habit-formation tools most likely to work for them: Accountability Partners, Don't Break the Chain, One-Sentence Journal, Numbers Tracker, Track Your Total, and the Photo Log. App users can also go beyond habit-tracking with additional features and content:

- **Know Yourself Better Journal:** Users can reflect on weekly prompts to deepen their self-knowledge.
- **Monthly Habit Jump-starts:** Each month, app users get 7 days of actionable prompts to help make progress on a specific aim.



2022 Webby Award

Winner

Best Visual Design (Function)

2022 Webby Award

Nominee

Best User Interface

Visit thehappierapp.com to learn more.

