

Gretchen Rubin

MEDIA

Podcasts

HAPPIER WITH GRETCHEN RUBIN



290M

downloads to date

Happier reaches listeners in three ways:



Happier with Gretchen Rubin
(weekly)



Little Happier (weekly)



More Happier (weekly)

SINCE YOU ASKED

Who doesn't need advice—and who doesn't love giving advice? Since you asked, we're happy to answer. Each week, two friends—Gretchen Rubin, a happiness researcher, and Lori Gottlieb, a therapist—tackle the daily problems of living with all of you. Whether it's the pet peeve that's annoyed you for years, the question you're too embarrassed to ask, or the dilemma you can't solve, we'll address it all. We'll also shake things up with a rotating mix with special segments that offer a fresh approach to tackling the problems of everyday life.

Celebrated its 500th episode in 2024 and consistently in the **top 25** in Apple's Health and Fitness category, *Happier with Gretchen Rubin* has had more than **290M downloads** to date.

Since its launch in February 2015, *Happier* has been a winner or nominee for awards from:



We invite you to weigh in yourself, so get ready to bring your best advice. Whether this podcast changes your life or just makes you laugh, we're glad you're here.

Press Highlights

Some of Gretchen Rubin's notable press, podcast, and television appearances.



Gretchen Rubin: One sentence can change your life



The Life Changing Science of Optimism (And How You Can Harness It)



If you want more happiness in your life, ask yourself this simple question



Abandon the Empty Nest. Instead, Try the Open Door.



Happiness expert Gretchen Rubin on the truth behind building better habits



25 Inspiring Podcasts To Supercharge Your Career In 2025



A Surefire Way to Be More Productive



What one-liners can teach us about life



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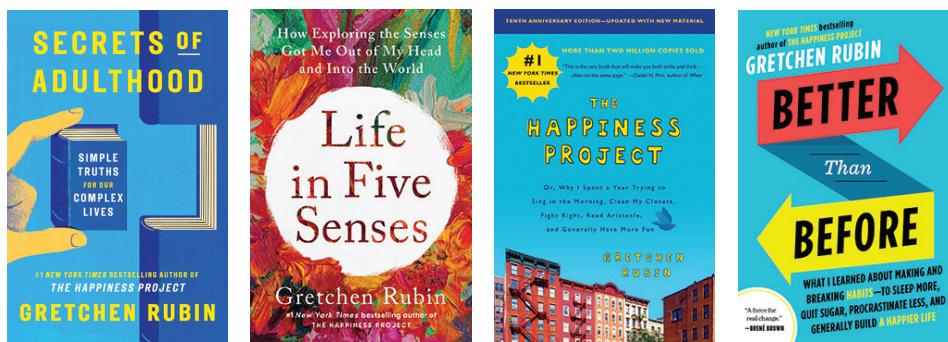
GRETCHENRUBIN.COM | THE-HAPPINESS-PROJECT.COM | THEHAPPIERAPP.COM

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](#)

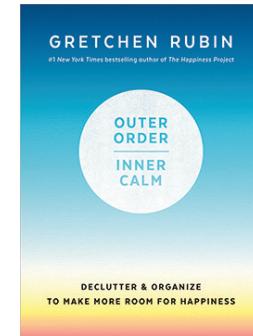
[The Four Tendencies](#)

[Happier at Home](#)

[Outer Order, Inner Calm](#)

[Life in Five Senses](#)

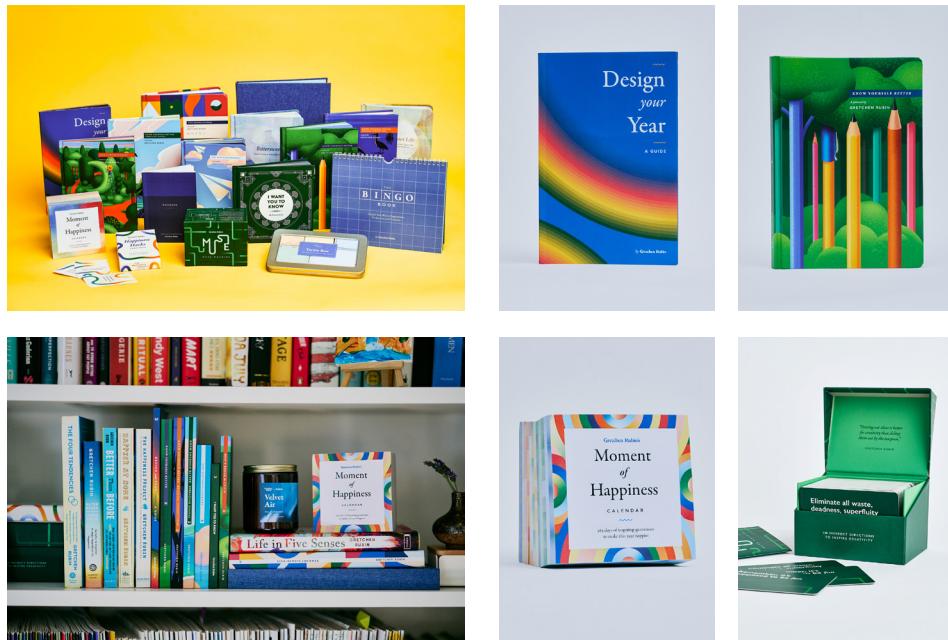
[Secrets of Adulthood](#)



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*.

Since then, the collection has expanded to **seventeen** unique products that include journals, card decks, calendars, a bingo book, and two collaboration journals. The shop also sells merch featuring *Happier* with Gretchen Rubin quotes and graphics for fans of the podcast.



Left: Highlights from the collection.

Right: Some of the bestselling products include: Design Your Year guide, Know Yourself Better journal, Moment of Happiness Calendar, and the Muse Machine.

Notable Partners



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.

Visit gretchenrubin.com/about for approved headshots of Gretchen Rubin.

SOCIAL

4.5M+

followers across all platforms

"5 THINGS" NEWSLETTER

1.5M

subscribers

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:

- **Habits 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.