

THE HAPPINESS PROJECT

by Gretchen Rubin

Our products are designed to help you become happier, healthier, more productive, and more creative. Inspired by Gretchen Rubin's books, these tools can help you build the life you want, starting today.

New for 2026!



Design Your Year: A Guide - Deluxe Version

Life feels richer and more memorable when each season feels distinctive. This guide is designed to help you shape your year, season by season, with reminders to stop, reflect, and consider what changes could make your life happier, healthier, more productive, and more creative.

There's no one-size-fits-all solution for happiness and good habits. The exercises in this guide, inspired by the *Happier with Gretchen Rubin* podcast, offer many creative ways to approach building habits and accomplishing your aims for the year. No need to wait for January—you can begin designing your year anytime.

WHO IT'S FOR

- ♦ Coworker
- ♦ "The planner" in your friend group or family

PRICING

\$24.99



Twelve-Day Countdown Calendar

Whimsy makes ordinary objects feel special; it makes everyday moments feel memorable; it adds playfulness and energy to life.

The *Twelve-Day Countdown Calendar* brings that spark to a special occasion your favorite person is counting down to. Use the booklet inside for inspiration, or come up with your own ideas to fill each of the 12 miniature drawers with a handwritten note or treat and turn it into a one-of-a-kind graduation, birthday, wedding, or retirement gift.

WHO IT'S FOR

- ♦ Anyone counting down to a special occasion

PRICING

\$31.99



Happiness Boost Tearaway Deck

Need a happiness boost? These challenges are designed to help you get a quick win—whether that's through movement, connecting with others, tuning in to your senses, clearing clutter, or finding a moment of levity. Each challenge will lift your spirits, as will the satisfaction of having tackled and achieved something concrete; by doing so, you boost your feelings of self-efficacy, which can boost happiness. Try tearing away one challenge each day or whenever you might need a reset.

WHO IT'S FOR

- ♦ Fans of Gretchen's *Try This at Home* segment on the *Happier* podcast
- ♦ For anyone who enjoys a quick win, fun challenge, or the satisfaction of completing a task.

PRICING

\$21.99

Our Bestsellers



I Want You to Know: My Portrait of You

Ancient philosophers and modern scientists agree: a key to happiness is strong relationships with other people. This journal is designed to help you put your loving feelings into words and create a meaningful keepsake as a gift for an important person in your life. The prompts guide you through recording your favorite memories and capturing the things you've always wanted to say.

WHO IT'S FOR

- ♦ Mothers
- ♦ Fathers
- ♦ Grandparents
- ♦ Best friends
- ♦ Sweethearts

PRICING

\$17.99



Moment of Happiness Calendar

Throughout her years of writing on the subjects of happiness and human nature, Gretchen Rubin has collected countless notable quotations from authors, artists, and thinkers. Here she shares some of her favorite quotations in this practical page-a-day calendar. Every day, you'll find a brief observation that's profound, thought-provoking, or amusing, with room to add your own notes and reminders.

WHO IT'S FOR

- ♦ Quote Lovers
- ♦ Fans of Gretchen's *Secrets of Adulthood*
- ♦ For anyone looking to add a moment of reflection to their day.

PRICING

\$22.99



Know Yourself Better Journal

The *Know Yourself Better Journal* is made for anyone who wishes to gain insight into themselves, but needs more direction than a blank page. In this journal, you'll find questions and distinctions based on Gretchen Rubin's work, meant to help you develop self-compassion and understanding, and discover ways you might make your life a little happier.

WHO IT'S FOR

- ♦ Anyone who enjoys keeping a journal
- ♦ Friends or family members with an upcoming milestone, transition, or opportunity

PRICING

\$24.99



Muse Machine

The *Muse Machine* is a collection of indirect directions—150 cards with somewhat mysterious creative prompts to consult whenever you feel stuck.

Whether you're writing a novel, finishing your thesis, marketing a product, writing a newsletter, giving a toast, painting a picture, or posting on social media, this card deck will help you ignite your imagination.

WHO IT'S FOR

- ♦ Writers
- ♦ Artists
- ♦ Students
- ♦ Teachers
- ♦ Social Media Managers
- ♦ Marketing Teams

PRICING

\$34.99

2026 Holiday Product Guide