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HIGH LIFE

IN MY FEELINGS

DATA FRIENDLY VERSION



Lesson One

What is "In My Feelings"?

A mental wellness toolbox

Finally, there is an option to help us out with mental wellness! The "In My Feelings" Game is a mental wellness toolbox in the form of a card game that teaches people to be brave with your feelings. It gives people the courage to have uncomfortable conversations in a safe space that normalises and embraces vulnerability.

The game's cards have been designed to be a conversation starter for deep and meaningful connections, and this is also a communication tool for those who struggle to speak about their feelings. These cards can be used as topics to address bigger issues or for reconnection in relationships. The package comes with coping mechanism tools that are easy, fun, and cost effective. People can use them as part of their fitness routine, or to start their day on a good note. We also have support groups and mental wellness challenges to encourage healing and healthy behavioural choices.

The outcome of this game allows you to be truly seen by others and for you to see others without the emotional walls blocking the connection. We as human beings are neurobiologically hardwired for connection with other people!

The boss lady behind this game changer

The creator and CEO of "In my Feelings" is none other than Faith Wesson. She is a life coach, and an innovative leader within South Africa that has a strong desire and passion for mental wealth and open communication.

The "In My Feelings" card game tackles mental wellness issues using creative elements such as music, and comedy to create safe & supportive spaces in our homes, schools, companies, and communities. This is not meant for any one type of person, but a wide range of people or groups that want to improve their relationships, way of engagement, and overall mental wellness in life.

Faith's motto to live by - "Empathy is not a superpower but the core of our humanness".

Who will this help the most?

This would be anyone that wants to rebuild and connect with others in a healthy way. Those that want to become more aware of the influence their past traumas have on their present behaviour and are ready to live a healthier life mentally but don't know where to begin. This helps people that want to understand and build healthier relationships within a dependable support system. Some are already having mental breakdowns and struggling with suicidal thoughts. Some of us need intervention and a support system to help build resilience muscles and find joy in life again.

The individuals before the product are usually feeling stuck in their negative emotional states. They feel misunderstood or have no dependable support system, and usually feel like there is no hope for tomorrow or the future.

That is where we want to step in and help bring the spark of life back into their minds!

Lesson Two

What do I get with this?

The main target market

We have different customer segments, so our target market are broken down into 4 categories: Homes, schools, communities, and companies. The game is focused on making all of these environments mentally healthy and create consistent mental wellness care in all the different areas that have an impact on person's mental health.

The benefits of the game are creating a safe space to vent about your feelings and receive support. There is no judgement or shaming but compassion and understanding. People are able to tackle bite size issues without feeling overwhelmed or needing to make big changes immediately.

If you are curious about how all of this works, check out the demo video performed with the Espresso show!

https://www.youtube.com/watch?v=n_O43G3g_4k

What kind of benefits are expected

The products on offer are a fun and easy way to start making micro changes that focus on building better relationships with yourself, family, partners, and friends. The game takes people's thoughts and feelings to a deeper level. People enjoy the vulnerability and support they get through the conversations that come up in the game.

The coping tools in the game are 10 mins and have fun elements, meaning you more likely to use them more often as they are easy and effective. You will meet people who can advise you and learn from their experiences about issues you currently facing. You will get to be part of an extended family of your own choosing (our community). Our community always shows up in love and compassion you can count on.

Who should be included in this game?

The people you should include in the game are family, friends, colleagues, or anyone else that is struggling mentally or emotionally.

People don't easily know how to connect with each other on an emotional level and this is the reason for many breakdowns in communication with others. For people feeling stuck and looking to create a change in their lives but don't know how to start or whom to talk to at first. This would mostly include people who want to build meaningful connections with other and have deep conversations about their feelings without being shamed or judged.



Lesson Three

How do I get my hands on it?

What can I start with?

We offer different packages with our games to make them affordable and give more people access to mental wellness tools. We sell individual cards decks that tackle specific issues such as self-development, emotions, relationship building and much more. You can purchase the decks alone or opt for the option that comes with fun props and coping tools.

There is also an AMAZING mental wellness party bus that you can hire for schools, companies, and communities. We use this to focus on awareness and equip people with coping tools whilst entertaining them with our artists (singers, comedians etc.). This is also an option for school workshops and even a teen mental wellness party bus.

What is the cost?

The price range start at R300.00 and goes up to R2,000.00 for the completely full package. All our games give people access to our mental wellness group community!

Other services on offer include - Online courses for families, individuals, romantic relationships. A mental wellness support groups (Private groups and community groups). We also offer mental wellness themed events and specialised corporate workshops.

Where can I check it all out?

If you are interested in getting involved or looking at the products on offer, then check out the below online channels to get in touch!

On the Ayoba App - In My Feelings Game

Instagram - [inmyfeelingsyouth24](https://www.instagram.com/inmyfeelingsyouth24)

Facebook - <https://www.facebook.com/Inmyfeelingsgamesa>

TikTok - [@inmyfeelingsyouth24](https://www.tiktok.com/@inmyfeelingsyouth24)

Have a look at the “In My Feelings” website to check out all of the options available and even order your own package online!

Website - <https://inmyfeelingsgame.com/>

