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BestSelf™

BestSelf Co. was founded in 2015 by Cathryn Lavery and Allen Brouwer. In four years, the company has gone from launching a single product on Kickstarter to a global business with 8-figures in revenue.

Along the way, BestSelf Co. won Shopify's Build a Business Competition in 2016 and the Build a BIGGER Business competition in 2017 – the only company to win both awards consecutively. We have been featured in the New York Times, Entrepreneur, MTV, Huffington Post, Forbes, Inc., and more. We're funded solely through the investments made by thousands of customers who have used our products to change their lives.

At BestSelf, we're working hard to help customers reach their fullest potential. That means developing the latest productivity tools, partnering with thought leaders in the industry, and hosting events and webinars.

Press Releases

With Launch of New 'Self Planner,' BestSelf Co. Reveals Secret Sauce to Success (October 15, 2016)

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