



# the 才 ao of Dana

Media Kit

January 2016

# Dana Claudat

Dana Claudat is a Stanford-educated Art Historian, Pyramid School Feng Shui master, interior designer and founder of the wellness lifestyle blog, The Tao of Dana.

While recovering from a life-threatening autoimmune illness, she discovered feng shui as a tool to rebuild and organize her own life in pieces. It worked so well, and the art held within it such awesome truths, she decided to share it as a hobby on Tumblr. Once the art world and the emerging wellness world became fans, a hobby became a universe of lifestyle design. Dana modernized feng shui for the masses, stripping it of superstition and lucky charms, loading it with empowering science, art and DIY cures to make life lighter, brighter and more self-actualized.



# Change your home & Change your life!



*Your home is your mirror.* Everything in your space tells the story of the life you're living, your hopes, dreams... your ability to focus and your feelings of self-worth... When you change that mirror, you rewrite the story of your life.

*You can change anything.* Without getting woo-woo, a decade of experience has proven that every space and energy life can be changed. Fresh perspective alone can solve major problems. Add art (or make art!), raise your awareness and clear the space around you and you've done powerful feng shui that will bring you abundance in every way.

*Science and great sense supports this.* Art is being used in hospitals to heal. Aromatherapy is being therapeutically applied. Neuro-architecture is a science of how buildings affect your brain... This is just a tiny bit of the incredible science supporting Dana's life-changing design.

*It can be much easier and less expensive than you think!*

There are DIY cures\* for most design woes, there are simple ways to create clear space and make room to grow... Once you realize all you can do to light up your life by changing your space, it becomes an empowering part of your lifestyle. \*No artistic or DIY talent required!



## The Blog

**MONTHLY**

**PAGEVIEWS: 120,500**

**UNIQUES: 66,215**

**PAGERANK: 3**

## The Tumblr

**FOLLOWERS: 70,365**

**PAGERANK: 5**

## Social Media

**FACEBOOK 10,761**

**PINTEREST 9,500**

**TWITTER 3500**

**IG: 3100**

**YOUTUBE: 2412**

**(261,000 views)**







The Tao Of Dana is a storytelling and story-living blog. Dana's stories and updates are woven through her daily posts. The blog itself has features in 9 main verticals (Feng Shui, Home Style, Art, Creativity, Prosperity, Sensory Living, Food, Pets and Beauty) all with an eye toward holistic style, artful living... and living your best life!

### **Some examples of popular posts**

#### **Feng Shui**

**10 Huge Ways Some Space Clearing Can Change Your Life! (935 shares)**

#### **Storytelling in Wellness**

**The One Thing That Will Make Your Life Extraordinary (Empathy) (815 shares)**

#### **Food Shui (SCD/Paleo- Dana's diet)**

**Zucchini Fries! (19,061 shares)**

#### **Prosperity**

**Love and the Emotionally Unavailable (15160 shares)**

#### **Beauty**

**8 Castor Oil Beauty Secrets (4212 shares)**



## RECENT PROJECTS, WRITING & APPRARANCES

MIND BODY GREEN HQ Design – 2015 – design & feng shui of the Dumbo offices of Mind Body Green.

### MIND BODY GREEN VIDEO COURSES

*Your Guide To DIY Feng Shui:* Change Your Space To Change Your Life

*Home Design 101:* How To Style Each Room In Your Home For Less Stress and More Tranquility

### FEATURED WELLNESS EXPERT

Mind Body Green

Inspired Home

Owning Pink

ALOHA

Simply Woman

VividLife

### FREELANCE WRITING

Mind Body Green

Inspired Home (International Housewares Association)

Blake Lively's Preserve

Ibby.com

### SPEAKING

Wholefoods Stage, Los Angeles

GREENFESIIVAL Los Angeles

Ron Robinson Flagship Event, Santa Monica, CA

### RADIO/PODCASTS

The Marilu Henner Show

That's So Retrograde Podcast

WGN Radio- Frank Fontana Show

WVON / iHeart Radio – 2015 & 2016





## RECENT PRESS

US NEWS AND WORLD REPORTS- How to Stick With Minimalism  
During the Holiday Shopping Season

LONNY - Do This Now: Instant Feng Shui

MASHABLE - 5 Feng Shui Tips to Make Your Home a Haven of Calm  
WOMAN'S DAY-

Organizing Tricks That Keep Clutter From Coming Back

Mess Magazine – Creative Chaos Feature Interview

FOX NEWS - Dating Feng Shui: What to Wear to Get a Second Date

SAATCHI - Guest Curator at Saatchi Online:

ELLE : AstroTwins January 2016 Horoscopes

HUFFINGTON POST - The Feng Shui of Break-ups

REFINERY 29 – How You Can Change The World With A little Feng Shui

Heidi Powell – Clear Clutter and Drop Extra Pounds

Giuliana Rancic's Fab Fit Fun

GLAMOUR MAGAZINE – All About You/SEX&LOVE

THE JERUSALEM POST

THE KITCHN – COCONUT AND CASHEW QUICK COOKIES

HOME GOODS – Meditation in Progress: 5 Ideas For A Quiet Space



# Contact

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