



Joan Nwogu

THE LOVE BY DESIGN
MOVEMENT

MEDIA KIT

Hi, I'm Joan!

AUTHOR, FOUNDER, SPEAKER, COACH

I'm Joan Nwosu — Elite Dating Coach, Author, Speaker, and host of the Love by Design™ Podcast.

After navigating my own journey through marriage, heartbreak, divorce, and multiple fresh starts, I learned what no dating app or generic advice ever teaches: Real love isn't found. It's attracted.

For over 2 years, I've helped high-achieving, successful women over 40 break free from toxic dating cycles, embody their feminine energy, and attract aligned, conscious love — without performing, overgiving, or shrinking themselves.

I'm the creator of The REAL Attraction Pyramid™ and Love by Design™ frameworks — powerful, practical methods that blend mindset, feminine embodiment, Human Design, Gene Keys, and spiritual alignment to help women date consciously and by design.

Today, I speak, write, and coach from my own story — showing women how to turn heartbreak into high-value love that elevates every area of their lives.

If you're ready to help your audience break old love patterns, I'd love to collaborate.

xo, Joan



LOVE BY DESIGN

Helping high-achieving women shift from doing to
receiving in love and life



WITH JOAN NWOSU

Love By Design™ isn't just a framework — it's a paradigm shift for powerful women who are done settling for misaligned love. It's for every high-achieving woman who's done the therapy, built her empire, but still feels unfulfilled in love.

It's time to stop dating by default — swiping, hoping, and performing for breadcrumbs — and start dating by design: with clarity, energetic alignment, feminine magnetism, and standards that match your self-worth.

Through my coaching, podcast, programs, and upcoming app, I'm rewriting the script for love after 40 — proving you can have success and soul-deep connection.

THE MOVEMENT

Hey, I'm Joan!



For 25 years, I was the woman who looked like she had it all together: Director at Sun Life, thriving IT consultant for Canada's top banks, respected, ambitious, unstoppable.

Except in love.

Behind the titles and promotions, I was living a cycle so many high-achieving women know too well: successful at work, but unfulfilled — or downright exhausted — in relationships. I followed the same patterns, fell for the same types, replayed the same heartbreaks.

Determined to break the cycle, I dove headfirst into personal development. The deeper I went, the more I realized that love isn't about "doing more" — it's about becoming more of who you really are.

I became a certified life and Relationship coach and started helping women date using mainstream "rules" — the swipe strategies, the "feminine scripts," the checklists for finding a good man. It worked on the surface, but something was missing.

Then I found Human Design — and everything changed.

Human Design revealed exactly why my old dating patterns kept repeating — and why they would keep repeating unless I aligned with my true energetic blueprint. For the first time, I saw how my conditioning, my "good girl" programming, and unconscious beliefs shaped who I attracted and how I showed up.

This was the missing piece.

I combined this insight with years of coaching and created Love By Design™ — a framework that shows women how to move beyond surface chemistry and compatibility to true conscious alignment.

Today, I teach powerful, accomplished women how to stop performing for love and start attracting aligned partnership — by design, not by default.

Because love isn't a reward for overfunctioning — it's a mirror of who you become when you trust your frequency, stand in your worth, and align with your deepest truth.

I've lived every lesson I teach: the career success, the failed engagements, the rings I gave back, the heartbreaks that cracked me open — and the journey that turned my mess into my message.

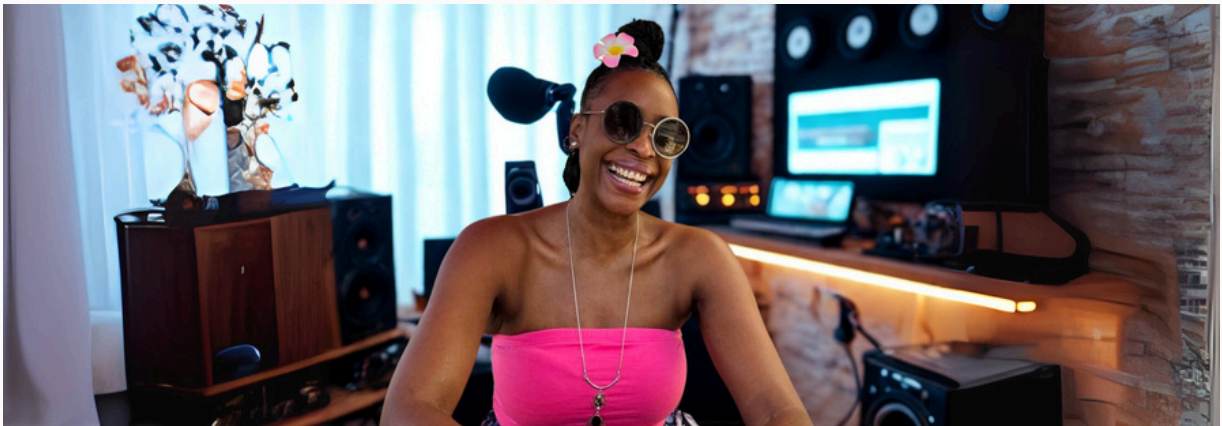
Now, I'm on a mission to help women break free from outdated scripts and date in a way that's real, resonant, and truly magnetic.

At nearly 50, I know for certain: you're not too late. You're not too old. You're not broken — your programming is.

And you can rewrite your love story — by design.

The Podcast

LOVE BY DESIGN



About the LOVE BY DESIGN Show

Love By Design™ is the go-to podcast for high-achieving women ready to date consciously and attract aligned love — without losing themselves. Each episode blends real stories, mindset shifts, and practical guidance on topics like:

- ✓ Feminine energy & magnetic boundaries
- ✓ Breaking toxic dating patterns
- ✓ Human Design & Gene Keys in relationships
- ✓ Conscious dating clarity & soul-aligned partnership
- ✓ How to shift your frequency to attract devotion, not distraction

100+
episodes

500+
downloads

1.5k+
unique monthly
visitors

4.8
podcast rating

**Stats are across all of Joan's podcasts*

JOAN AS A GUEST ON YOUR PODCAST



Interview Topics

Here are some of the great topics your listeners may love to learn more about!

Love By Design™

Why your dating life is about frequency, not fate — and how to stop chasing and start attracting aligned love

The REAL Attraction Pyramid™

Chemistry, Compatibility & Alignment — why most women never make it past the first two layers

Human Design & Relationships

Your spiritual blueprint for aligned love — dating from your energetic design, not conditioning

Dating After Divorce

My personal story of turning heartbreak into high-value love — and how other women can do the same

Podcast Reviews



Joan, what a great show, congrats! 🍷🍷
I absolutely loved it, the conversation, the music the vibes, the whole package , it was perfect to unwind this evening listening to you both 🍷🍷

ANIA

I loved the clarity and confidence with which Kalanne spoke and it was clear that people listening if they didn't know her, would want to find out more about her. She spoke in a very strong manner drawing references from her Life which was great. Very interesting interview.

👍 @eroyalemerald

Great show!! You are the perfect guest, open, honest, and very insightful. Joan as always you were engaging and led the conversation effortlessly.

JACQUI DI CRISCI

It's such a pleasure to hear from you. I really enjoyed our conversation and you are such a shining light.
STACIE WALKER

I really like this podcast, because it's a good way to listen to and also not boring that blables, the most recommended podcast anyway
Warren Coughlin

Joan, I didn't get a chance to compliment you on how brilliant you are at synthesizing my points after every answer. I've worked with a lot of talent over the years and you are a rockstar. No joke. This is your path. I really look forward to meeting you.
Jeannie Edmunds

I recently met Joan who I found to be by far, the best interviewer I've ever had. She was very involved in the process, had done her homework, was engaging, asking questions she knows her audience would love to know, and went deeper than most interviewers ever have and I fell in love with her. Such a great conversation! You're a fantastic host.
TAMMY DE MIRZA

Amazing!!! THANK YOU Joan, for inviting me to be on your incredible show!! And for the beautiful light, knowledge, and deep wisdom you are sharing with the world. It was a true honour and I feel so grateful for the opportunity to share.
- Jennifer Jayde

Thank you very much for the opportunity to be a guest on your show. I enjoyed having a wonderful discussion with you and breaking down the things that I am passionate about.
David Hernandez



RESOURCES

Photos:

Photos of Joan are available for download, [here](#).

Other Media Interviews:

Here is a sample of other recent media appearances Joan has made in case you want to review for background:

- [People On Dating](#)
- [The Love Machine Podcast](#)
- [Heart To Heart](#)

Tech Info:

Joan will be in her home or office studio prepared with front lighting, live video, and high quality microphone.



How to Reach Joan

To connect with Joan about a speaking or media opportunity, please reach out to her team at joan@joannwosu.com

www.joannwosu.com



CONNECT WITH JOAN ON SOCIAL