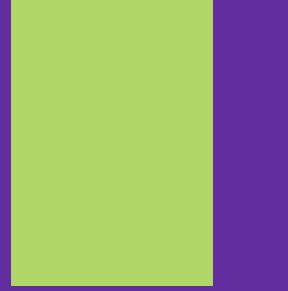


Mastery | Wellness | Lifestyle Publisher

**Writer
Mentor
Influencer**

HoneyDew Bett'R by t. lashea

Master Your Wellness, Self & World



Taura Lashea Armour

www.honeydewbetter.com

About T. Lashea Armour

Skills

Wellness-Focused Copywriting & Storytelling

Newsletter Publishing & Audience Nurturing

Holistic Healing & Self-Mastery Content Creation

Published Author

Wellness & Transformative Travel Promotion

Lifestyle Concierge Recommendations



Melly Marvin

I'm T. Lashea, founder of HoneyDew Bett'r – a lifestyle and wellness brand dedicated to helping entrepreneurs, and seekers master their wellness, spirit, and experiences.

As a publisher, intuitive healer, and content strategist, I create transformative content across blog, newsletter, social media, newsletters, and concierge services – blending self-mastery, self-love, travel, and holistic wellness into everyday life.

Copywriter & Content Strategist

Services

- Blog Feature
- Social Media Campaigns
- Newsletter Sponsorships
- Copywriting for brand storytelling
- Affiliate Marketing with Content Packages
- Concierge Product/Service Recommendations
- Event & Retreat Collaborations
- Curated Travel Advisor - *Licensed, Insured, & Bonded*



Mindset Mentor & Wellness Concierge

Value. Proposition

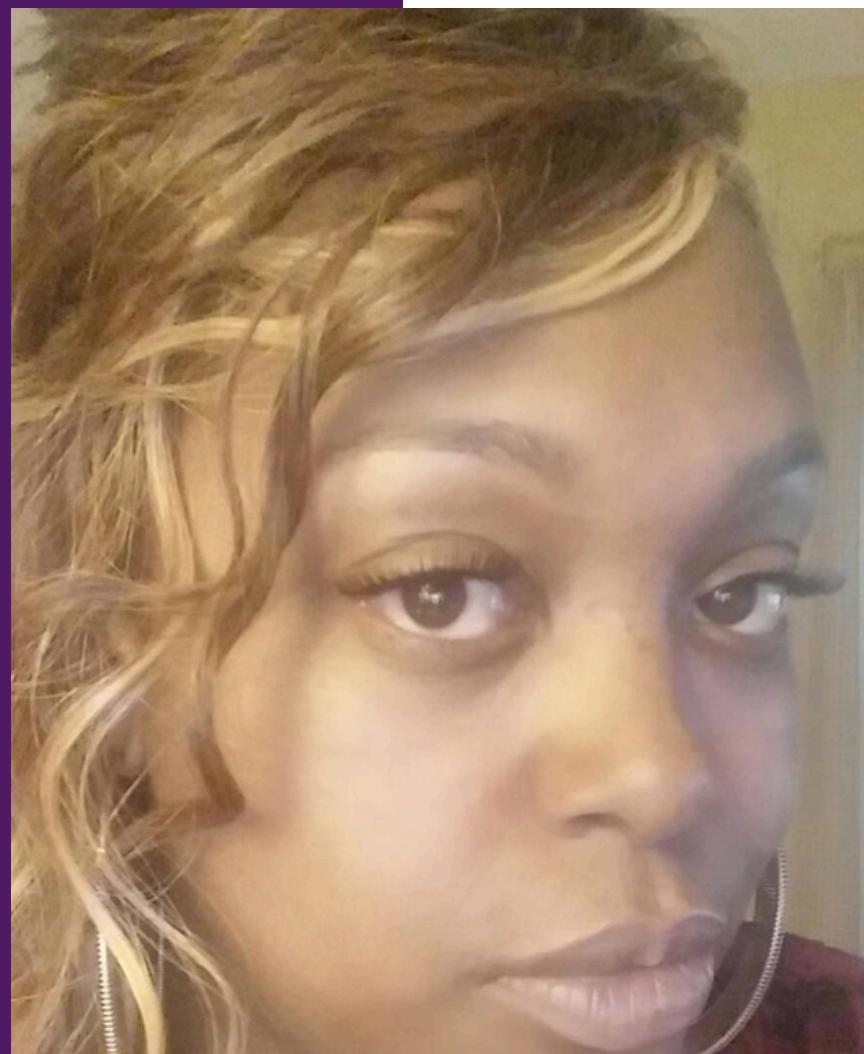
Vision

At HoneyDew Bett'r by T. Lashea, I don't just create content — I craft experiences that transform how audiences engage with wellness, self-mastery, and travel.

With a unique blend of copywriting expertise, healing wisdom, and concierge insight, I help brands position themselves as trusted allies on the journey to personal growth and balance.

Partnering with HoneyDew Bett'r means tapping into a niche, engaged, and conversion-ready community that values authenticity, wellness, and purposeful living.

For brands ready to align with a conscious, wellness-driven community, partnering with me means gaining deep, intentional visibility that moves beyond impressions to genuine impact.



Brand-aligned storytelling with measurable visibility

Mission.

My mission is to guide individuals toward mastering their lifestyle through wellness, mindset, and experiences — creating a life of intentional balance, inner peace, and self-fulfillment.

Inspired content, intuitive healing insights, and curated travel, I connect seekers with the tools, brands, and journeys that help them evolve into their best selves.

***Because when you know better,
HoneyDew Bett'R!***

Audience Insights & Platform Metrics

PAGE 05

- Primary Demographic:
 - 58% Women | Ages 44-62
 - Entrepreneurs, wellness enthusiasts, parentpreneurs, growth-minded professionals
- Location:
 - Primarily USA, with growing audiences in Canada, Nigeria and the UK
- Top Interests:
 - Holistic wellness, self-care, emotional mastery, cultural travel, personal development, and lifestyle optimization



01 Social Media Channels

5k+ combined subs
40k (+/-) monthly views
2.8k monthly engagement

02 Blog (HoneyDewBetter.com)

350+ monthly views
SEO-optimized content
Blog Update in Progress

03 Newsletter (s)

- **The Master'D Life (175+)**
- **TheNesting Nomad (130+)**
- **Bright Soul Bee -New Self-care**
 - 330+subs
 - 24% Open Rate

04 Other Brands

- **Thirif'Trip Hub**
- **Root+Roam**
Concierge & Curation

***Audience metrics updated quarterly

New Projects

Podcast 2026

Self-Mastery: Spiritually Speaking discussing mastery, wellness and lifestyle 2x weekly. Rebranded from Wisdom & Wellness Wednesdays... Titled after my own book released 12/24/2025.

Root + Roam Concierge & Curation

A travel lifestyle concierge and editorial brand supporting digital nomads, remote professionals, and extended-stay travelers through relocation guidance, visa resources, and curated travel set-ups—designed to help individuals and teams live, work, and move with intention.

Editorials

- Digital Magazine -The Nesting Nomad
- **E-book** projects wellness recipes, Kids' Mastery
- Self-Mastery, Spiritually Speaking: Book II
- HoneyBee Bett'R - online self-care Boutique Grand Opening 2026

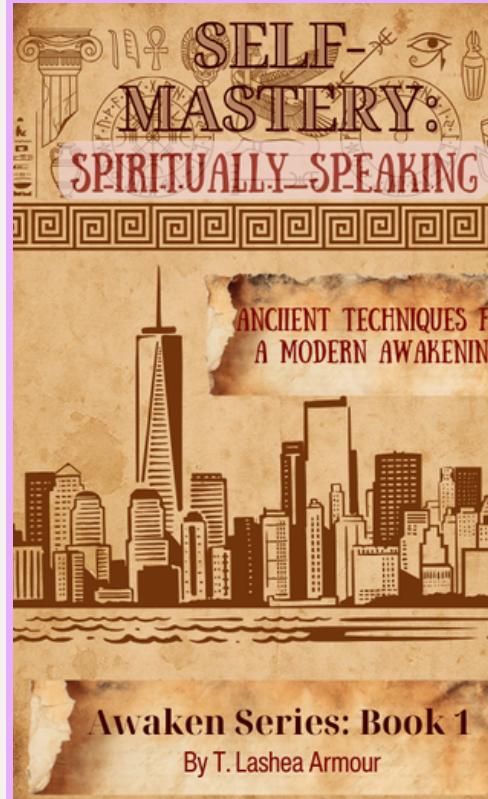


Lets connect

Taura Lashea Armour
www.honeydewbetter.com
tlashea@honeydewbetter.com

**Social:
HoneyDewBettR**

Self-care
boutique



Flagship Book



3 brands, 1 concierge service



2 newsletters, 1 digital magazine



Podcast | Lifestyle,
Mastery & Wellness

