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DELIBERATELIFE: GREEN-FOCUSED MAGAZINE DESIGNED TO CREATE A BETTER TOMORROW

by [admin](#)



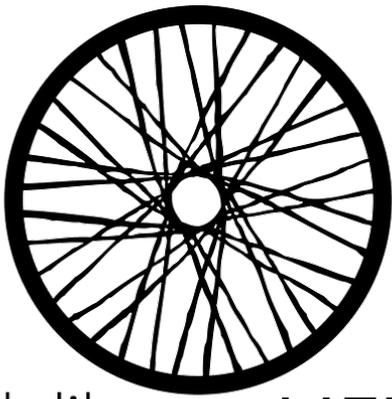
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FLARES



The deliberateLIFE magazine is designed to do more than regular magazines can. It's more than just a great read – it helps to create a better tomorrow. In short: [good businesses](#) win, as well as earth and the people around us – even if they are miles apart.

How deliberateLIFE is Helping Customers to Learn about [Green Products](#) in an Interactive Way

deliberateLIFE

This green-focused publication helps people live their lives to their fullest potential, giving information about travelling, volunteering, innovating in business and engaging in the local community. It is very much a magazine that helps you do more with your life. This is start-up publishing project gives insight into peoples' lives and decisions, and is released six times per year with content available on iPad that includes inspiring stories, videos, and curated products.

The [deliberateLIFE](#) magazine is a new publication that aims to overcome problems with traditional media. Its target market is people who are technologically savvy and interested in society, not-for-profits, art, and living well for less.

The magazine now has 3,000 readers from 52 countries, and features information about ethical and sustainable products, as well as living a greener lifestyle. The magazine features a community and online shop that helps you do more, and become greener.

For those who love to discover and use products that nobody else has, deliberateLIFE is an exciting concept. It delves into the stories of how goods and services are made worldwide, which helps people to make [informed choices that help the environment](#). Strict editorial guidelines ensure the magazine cannot be bought out by unethical companies, which creates a high level of trust in their readership.



About this Entrepreneur for a Change: Fay Johnson

Fay Johnson had travelled to 26 countries before she'd even finished high school, and she says that it was during a trip to Kenya that she came up with the idea of deliberateLIFE. Fay had a passion for photography and design, and her interest in politics combined with these to create a new magazine that covered all areas of life, including travel, being green and promoting sustainability.

Johnson has also showed her flair for eye-catching videos that grab your attention and convey important facts in a stop-motion clip about the publication on her YouTube page.





Admin

Chief Evolutionary Officer at [Entrepreneurs for a Change](#)

Lorna Li is a business coach, entrepreneur and Amazon rainforest crusader, with a passion for green business, social enterprise, and indigenous wisdom. She helps changemaking entrepreneurs harness the power of the Internet to reach more people and make a bigger impact, while designing the lifestyle of their dreams. She is an [Internet marketing consultant to changemakers](#), and works with innovative tech startups, sustainable brands, social enterprises & B-Corporations on SEO, SEM & Social Media marketing.

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This Wordpress Theme is Powered by Genesis Framework



I've built dozens of custom WordPress websites using both free and premium WordPress themes. If I were going to do it all over again, I would have built every single one on the Genesis Framework.

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Sarah Steckler — Great post! I love your site and am so glad I found it :)

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Testimonials

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Tara Kehaka from Oakland was about to launch a new online business promoting sustainable tourism and accommodation. She trying to determine what kind of website she needed to power her business, in addition to the best way to name it. I can't say enough about Lorna's expertise in this field. So many options and routes to take when you're starting out. I'm starting my new business and have questions about choosing a domain name – Do hyphenated names work? How do I choose what domains to purchase? What types of names are going to be successful for SEO? Does .co work as well as .com? She clearly has a lot of experience and (I'm sure) has saved me a lot of time, work, and worry. It's good to know there's someone there who cares about changing the world, being green, and has all that experience to boot.”

– Tara Kehaka, Consultant at Mountain Sobek Travel



ABOUT ENTREPRENEURS FOR A CHANGE

Entrepreneurs for a Change is a podcast, community, and resource for entrepreneurs who are changing the world and the way we do business. We are about business for good, not business as usual. We are about making impact, while making profit. We are about loving our work, rather than hating our jobs. We are about designing a business that supports our lifestyle rather than work that takes over our lives. We are here to show you how you can have passionate work and adventure in life, through the mentorship of entrepreneurs who are already doing it.

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