

THE THRIVEWELL JOURNEY

Purpose After Disruption

A public property book





What happens when life changes who you thought you were?

The ThriveWell Journey begins there.

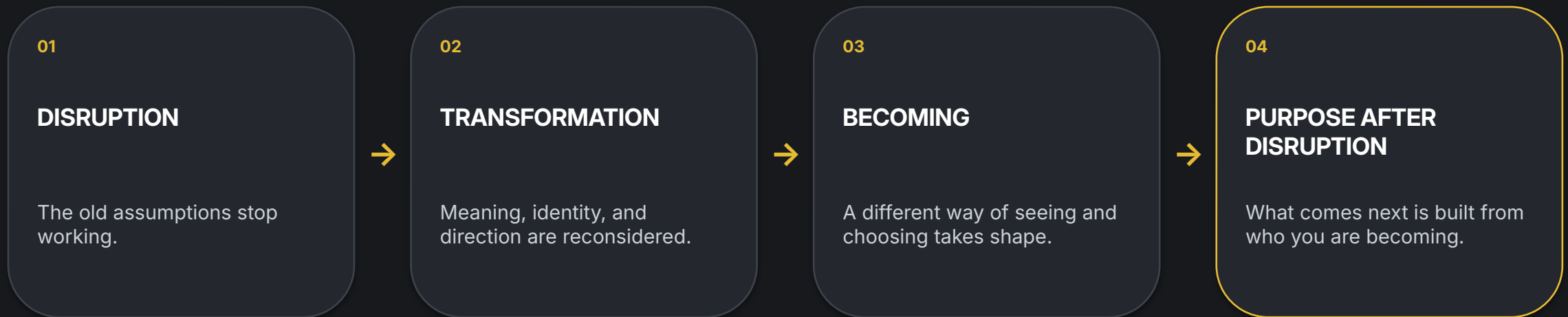
You do not go back. You discover what comes next.

The ThriveWell Journey (TTJ) explores what happens when disruption changes who you thought you were, and how you build what comes next from who you are becoming.

**PURPOSE
AFTER
DISRUPTION**

A FAYEWAY MEDIA ORIGINAL

One territory. A clear human journey.



This is not a story about “change” in the abstract. It is about transformation: what disruption forces us to question, what it changes inside us, and what we build from there.

Life changes the plan. Identity has to catch up.

A business changes

What once defined success no longer fits.

A career shifts

The role changes before the self-concept does.

Health changes

The body interrupts the story we assumed would continue.

Success disappoints

Achievement arrives, but meaning does not.

A creator outgrows the work

The old expression no longer matches the person emerging.

Nothing dramatic happens

You simply know the old identity cannot be the whole future.

The question underneath every one of these moments is the same:

Who am I now, and what will I build from here?

Builders in a season of becoming.

Entrepreneurs • Leaders • Creators

They are not simply consuming inspiration. They are making decisions.

They are building companies, careers, bodies of work, teams, families, communities, and next chapters while navigating a transformation that may not yet have a clean name.

TTJ gives that experience language, perspective, and honest conversation.

THE PSYCHOGRAPHIC CENTER

**"I know something has
changed.
I am figuring out who I am
in it,
and what comes next."**

Not another success podcast.

No highlight-reel theater

The polished story is not the point.

No rehearsed promotion

The guest is not there to run talking points.

No generic motivation

The work has to reveal something useful and true.

The ThriveWell Journey looks underneath success, failure, leadership, reinvention, and disruption to ask what changed in the person living through it.

Every strong TTJ conversation moves through three questions.

01

WHAT CHANGED?

The disruption, turning point, realization, or season that interrupted the expected path.

02

WHAT CHANGED INSIDE?

The assumptions, beliefs, identity, priorities, or definitions of success that had to be reconsidered.

03

WHAT CAME NEXT?

The choices, practices, relationships, and direction that emerged from the transformation.

The guest's expertise opens the door. Their transformation gives the episode meaning.

Different expressions. One editorial DNA.



All four come from the same body of thought and the same lived experience.

L. Michael Burt did not arrive at this territory through theory.

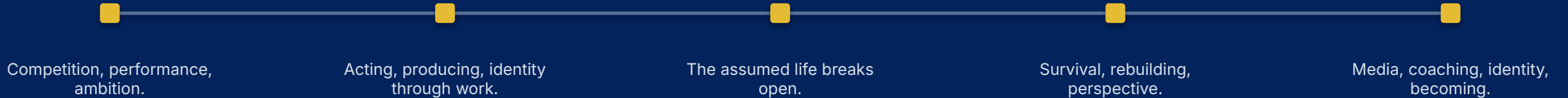
EARLY LIFE

HOLLYWOOD

KIDNEY FAILURE + STROKE

TRANSPLANT + CANCER

THE WORK NOW



The property is credible because the central question is personal before it is editorial.

Where the property speaks directly to the inner work.

Friday Night Live is TTJ's live editorial expression: a space for identity, alignment, recalibration, and the questions that arise while transformation is still happening.

It is not "less produced" strategy. It is a different format with a different job: direct contact with the audience around the ideas at the center of the property.

IDENTITY

What story about myself no longer fits?

ALIGNMENT

What matters enough to organize around now?

RECALIBRATION

What needs to be re-seen, released, or rebuilt?

BECOMING

What am I choosing to create next?

Friday Night Live turns the property's core philosophy into a recurring live relationship.

You Did Not Lose Your Way.

Disruption can make the old map useless without making you lost.

You Did Not Lose Your Way is a core idea that crosses formats. It lives inside Friday Night Live, informs the podcast's identity work, and extends through short-form content on L. Michael Burt's personal channels.

That crossover matters. It connects the host's body of thought to the media property without turning either one into a duplicate of the other.

THE IDEA

You are not required to become the person you were before disruption.

The Memory of You expands the inquiry.

A forthcoming book by L. Michael Burt.

The Memory of You is not a separate idea sitting beside TTJ. It grows from the same recognition that shapes the property: identity is not merely a fixed biography. It is affected by what we remember, what we assume, the roles we repeat, and what disruption reveals beneath them.

The book gives the intellectual territory room to deepen beyond an episode or live session. It also connects directly to L. Michael's own story and to the questions TTJ brings into public conversation.

One body of work. Different depths of engagement.

THE MEMORY OF YOU

Book in development

Built by FAYEWAY Media.

FAYEWAY Media is an Atlanta-based independent media company working across podcast, digital, television, and film. It develops owned original properties and produces select external work.

The ThriveWell Journey is not simply a show FAYEWAY services. It is an original property FAYEWAY is developing across long-form conversation, video, short-form storytelling, audience intelligence, and partnership infrastructure.

**WE CREATE STORIES.
WE BUILD WORLDS.
WE PRODUCE WHAT
COMES NEXT.**

FAYEWAY MEDIA

The next layer is knowing the audience, not assuming it.

Clear positioning creates a clearer audience hypothesis. The next step is disciplined measurement: understanding who is listening, what they respond to, and how that behavior changes over time.

Audience intelligence should track episode performance, platform trends, audience profile, survey responses, and patterns across Monday drops and Friday Night Live.

EVIDENCE

Audience intelligence

- 01 Episode performance
- 02 Platform trends
- 03 Audience profile
- 04 Survey responses
- 05 Patterns

No invented numbers. No audience mythology. The goal is evidence.

A clearer audience creates a stronger reason for brands to belong.

The strongest partnerships do not interrupt the audience's life. They fit the decisions the audience is already making.

Financial services

Business technology

Health + wellness

Education

Career development

Professional services

Travel + lifestyle

Entrepreneurship tools

The commercial question is not "Who will buy an ad?" It is "Which partners naturally belong in this transformation?"

The public-facing ecosystem is simple, connected, and built to scale.



The structure is designed so audiences, partners, sponsors, and collaborators can understand the property quickly: what it is, who stands behind it, what FAYEWAY is building, and how to engage.

The podcast is the flagship format, not the ceiling.

LIVE EXPERIENCES

Bring the transformation work into rooms.

BOOKS + IP

Deepen the philosophy beyond episodes.

SPONSORED SERIES

Build partner-supported editorial with fit.

ORIGINAL VIDEO

Extend the property into visual storytelling.

COMMUNITY

Create repeat engagement around becoming.

RESEARCH + INSIGHTS

Turn audience patterns into useful intelligence.

Expansion only works if every new format still feels unmistakably like Purpose After Disruption.

One clear signal across every place the property appears.



PURPOSE AFTER DISRUPTION

The objective is not to chase one algorithm. It is to make the property legible enough that people, platforms, editors, and partners reach the same conclusion about what TTJ is.

The public story gets stronger as the evidence gets stronger.

AUDIENCE

Reach, return behavior, completion, engagement, geography, profile.

EDITORIAL

TTJ will publish real proof as it is earned. Audience data and performance evidence will be expanded as the property grows.

COMMERCIAL

Aligned partners, sponsor retention, branded series, partner outcomes.

TTJ will publish real proof as it is earned. Audience data currently being expanded through FAYEWAY Pulse.



**The human question is durable:
What happens when life changes who you
thought you were?**

Trends change. Platforms change. That question does not.

There are several ways into the world.

LISTEN + WATCH

Experience the flagship conversations and Friday Night Live.

thethrivewelljourney.com

EXPLORE FAYEWAY

See the original-property and production ecosystem.

fayewaymedia.com

PARTNER WITH US

Explore sponsorship and strategic partnership opportunities.

sponsorship.fayewaymedia.com

THE THRIVEWELL JOURNEY

Purpose After Disruption.

When life changes who you thought you were,
what do you build next?

A FAYEWAY Media Original

The property ecosystem

The ThriveWell Journey	https://www.thethrivewelljourney.com/
FAYEWAY Media	https://fayewaymedia.com/
FAYEWAY Productions	https://fayewaymedia.com/productions
Partner Page	https://sponsorship.fayewaymedia.com/partners.html