

Welcome

Contributor Guidelines



Welcome

First, thank you.

Whether we've worked together before or this is our first time connecting — I'm grateful you're here and proud to stand alongside you.

The Return & Renewal Bundle™ is more than just a list-building event. It's a collective act of visibility, creativity, and rooted Jewish presence during one of the most sacred times of the year.

You're here because you're a Jewish creator. You have something intentional to share. And you're willing to link arms with others doing the same — even as the world makes that feel complicated.

This guide will give you everything you need to participate with clarity, care, and integrity. If anything's unclear, reach out. You're not alone in this.

XOXO,

[Michele Lefler, Your Personal Librarian](#)

Theme



Bundle Theme

The Return & Renewal Bundle™ is rooted in one clear intention:

Make space for soul work.

The High Holy Days season isn't about pushing harder, making more, or jumping through hoops. It's about slowing down, listening deeply, and coming back to what matters.

That's the tone of this bundle.

Whether your audience is made up of Jewish creatives, spiritual seekers, business owners, caregivers, or quiet everyday folks trying to stay grounded in a noisy world — your contribution should reflect the heart of this season: thoughtful, intentional, and nourishing.

We're not here to perform our Jewishness for a wider audience.

We're not here to hustle for leads.

We're here to *return* — to ourselves, to Spirit, and to each other.



What You'll Contribute:

Each contributor is asked to submit **one high-quality digital product** to be part of this experience:

1. A Paid Digital Product

You'll be contributing something you **normally sell**, whether it's \$7 or \$700. This will be given away for free as part of the bundle to help grow your email list.

This should not be a freebie, lead magnet, or list-building tool you already use. It needs to be a *true* offer from your library — something valuable enough to hold space for someone in a reflective, sacred season.

It can be a course, ebook, guide, ritual kit, printable, class replay, or template — as long as it aligns with the energy of Elul: quiet insight, inner clarity, spiritual grounding, and preparation for the new year.



Jewish-themed products are encouraged but not required.

However, all contributors **must be Jewish**, even if their audience is interfaith or general.

✨ What I'm Looking For

I'm curating offers that feel like walking through an open gate at dusk — quiet, soft, honest, and spacious.

Your product should invite people to **reflect**, **reset**, and **reconnect** — with no pressure, no forced transformation, and no urgency.

This is a sacred season, not a sales funnel.

Ideal Contributions Might Include:



Digital Courses or Mini-Workshops

Supportive teachings that help people reflect, learn, or realign in a gentle way. Topics might include business with integrity, spiritual practice, creative flow, nervous system regulation, or self-trust.



Ebooks, Guides, or Ritual Resources

Offerings that hold space for turning inward — whether it's a writing guide, grief workbook, ritual outline, or personal reflection resource.



Templates or Planning Tools

Resources that reduce mental clutter and create clarity. Think: business templates, content calendars, journaling templates, or spiritual planning guides.







Creative or Spiritual Practices

Prompts, meditation recordings, Jewish mystical teachings, tarot spreads, or moon cycle tools that support alignment and awareness.

Wellness & Lifestyle Products

Guides for rest, routines, nourishment, or nervous system care — anything that gently supports the body-mind-soul connection as we prepare for a new year.

Please Avoid:

-  Freebies or opt-ins you already use
-  Coaching calls or services that require scheduling
-  Products that involve extra tech steps or manual approval
-  Anything that includes urgent, aggressive marketing

This bundle is designed to feel **safe, generous, and grounded** — for both contributors and the community receiving it.

If your product feels like a true offering for this season of return — I'd be honored to include it.

Contributor Benefits

What's In It For You?

Even if your list is small, or your product isn't Jewish-themed, you belong here.

Here's what you receive as a contributor:

1. List Growth- This is a collaborative list-building event. Each contributor will share their offer for free behind an email opt-in, which means every download is a potential new connection for your work.

2. Visibility in Aligned Jewish Space- No need to translate, explain, or downplay your identity. This is a Jewish-led project, created for and by Jewish people — and contributors will be highlighted proudly.

3. Networking & Collaboration Opportunities- You'll be connected with fellow Jewish creators across niches — spiritual business, healing arts, coaching, divination, design, writing, and more. This is fertile ground for future partnerships.

4. Built-In Alignment- Because this isn't a generic spiritual bundle, you don't have to "stand out" — you just have to show up. We're curating with care to ensure that all offerings feel cohesive and intentional.

5. Curated Promotion Graphics & Swipe Copy- You'll receive swipe copy and images to make sharing the bundle simple, consistent, and no-pressure — but *promotion is required*

Timeline

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- **Application Deadline:** August 22, 2025
- **Product & Information Submission Deadline:** Aug 25, 2025
- **Promo Materials Available by:** Aug 27, 2025
- **Launch Period:** September 8-12, 2025
- **Redemption Deadline:** September 30, 2025

Please respect these deadlines to ensure a smooth experience for everyone involved.

Promotional Expectations

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I want this bundle to be a win-win for everyone involved. However, I am not the bundle police and this is supposed to be a fun event.

Honestly, I just ask that you promote this bundle. How you do that and when/how often aren't my thing. I don't know your audience. You do what's best for you. It's in your best interest to promote.

You'll receive a detailed promotion schedule and marketing assets to make this easy and aligned with your brand.

Application Process

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All of my bundles include a 2-step application process.

If you're excited to join me for the Return & Renewal Bundle™, here's what you need to do:

1. Fill Out the Application Form to register your interest- you'll hear back from me within a few days.
2. If accepted, submit your product and other required information by August 25, 2025.

Final Note

I reserve the right to decline or remove any submission at my discretion.

The most common reasons this may happen include (but are not limited to):

- Your submission does not align with the intent, values, or eligibility requirements of this project.
- You were accepted into a previous bundle but did not submit materials, complete your participation, or maintain communication.
- Your submission conflicts with my brand values. You can [read more about those here](#).

This helps keep the experience safe, respectful, and in integrity for everyone involved.

If your product feels aligned with the quiet, reflective spirit of the High Holy Days — and you're excited to offer something meaningful to a community of Jewish seekers and creators — I'd be honored to include you in this sacred gathering.

[Apply Here](#)

For any questions, feel free to reach out to michele@michelelefler.com.

Feedback from Previous Bundles

I'm relatively new to participating in bundles like this, but I still found this experience to be extremely clear, smooth, and fun. Michele's vision for this bundle and her execution were just perfect. From how quickly she answered my random questions to the day-by-day updates during the bundle's launch week, participating in this bundle was a breeze. And it brought me 30 new email subscribers! Considering that I had 11 total when I applied for this bundle, I am doing the biggest happy dance over here. Thank you, Michele!

the updates where really good for me and I liked getting them.

Honestly nothing. Your communication was amazing - I LOVED those daily updates you sent out. You gave us swipe copy and images, you responded wicked-fast to all my random questions... I plan to always apply for relevant bundles I see you doing because this was AWESOME.

It's a very easy, calm experience working with your bundles. Your promo materials are well organized and the requirements aren't so rigid it feels like a job to participate.

I did this to prove myself, to myself. I've been coaching/mentoring for several years now, but it's only this year that I've created an email newsletter and am starting to create resources like the Sea of Me Journal. Seeing that I got subscribers and LinkedIn followers from this makes it a HUMONGOUS success in my book!

I love the periodic updates on the bundle progress. I'm grateful to have helped anyone who opted in and resonated with my offering.

I gained new subscribers. I'm been working on broading me reach and this bundle has help me reach that goal.

The subscriber conversion rate is 32.4% which brought more visibility to my brand.

Thank you for organising the bundle - it was a fun theme that got my creativity flowing and help me attract aligned sign ups for my email list.
