

JOURNALS MEDIA MAGICK



Practical Magick

by Keley

PRESS & MEDIA KIT

Journals, Media & Tools for Making
Magick

KELEY JOHNSON / HOUSTON, TEXAS

2026 EDITION



A literary lifestyle brand for becoming.

Practical Magick creates journals, media, poetry, affirmations, and reflective tools for women navigating healing, reinvention, self-love, sensuality, gratitude, aging, and the freedom of knowing themselves more deeply.

BRAND ARCHITECTURE

KELEY JOHNSON

Author, poet, creator, mother, breast cancer survivor, and U.S. Army veteran.

PRACTICAL MAGICK

The umbrella brand: journals, media, tools, and intentional living.

GOOD VIBEZ POETRY

Keley Johnson's distinct poetry and spoken-word identity.

LIFE BEGINS AT 50

A podcast and creative platform for reinvention and the next chapter.

COMPASS

A calm app for remembering what matters and finding your bearings.

POSITIONING

Modern. Elegant. Mature. Intimate. Luxe.

The visual language is literary, collected, reflective, and heirloom-worthy - never generic, loud, or trend-led.



Keley Johnson

Author. Poet. Creator.

I'm Keley Johnson - author, poet, creator, mother, breast cancer survivor, U.S. Army veteran, and the woman behind Practical Magick. I was born in California and made Houston home more than a decade ago. I've lived enough life to know that becoming yourself isn't something that happens once. We are constantly healing, changing, beginning again, letting go, and finding our way back to the parts of ourselves we may have forgotten along the way.

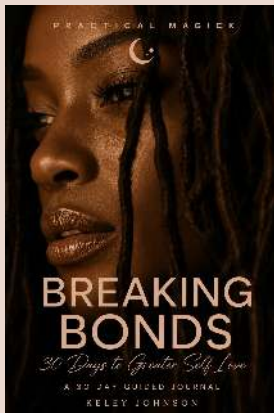
That understanding is at the heart of Practical Magick. Through guided journals, affirmations, poetry, media, and thoughtful tools, I invite people to slow down, tell themselves the truth, explore what they are carrying, and become more intentional about the lives they create from here.

SHORT BIO

Keley Johnson is a Houston-based author, poet, creator, breast cancer survivor, and U.S. Army veteran. She is the founder of Practical Magick, creator of Compass and Life Begins At 50, and the writer and performer behind Good Vibe Poetry.

Beautiful tools for the inner work.

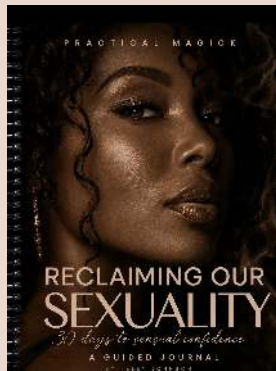
The Practical Magick journals pair honest reflection with practical prompts - space to tell the truth, hear yourself clearly, affirm your worth, and move with intention.



UNDER REVIEW

Breaking Bonds

Healing, reflection, and reinvention after toxic relationships, limiting beliefs, and life transitions.



IN DEVELOPMENT

Reclaiming Our Sexuality

A guided return to sensual confidence, desire, embodiment, and self-trust.



COMING SOON

Life Begins At 50

Affirmations for reinvention, self-trust, and a beautiful next chapter.



COMING SOON

30 Days of Gratitude

A guided practice for noticing what is already good, meaningful, and growing.

EDITORIAL NOTE

Written across Keley's 30s and refined in her 40s, the journals are spiritually grounded companions designed to meet readers in their 30s, 40s, 50s, and beyond.



It is never too late.

Life Begins At 50

Honest conversations about reinvention, healing, work, home, money, pleasure, relationships, and creating a life that finally feels like your own.

CONVERSATION THEMES

- 01 Starting over without starting from nothing
- 02 Aging, identity, and self-trust
- 03 Work, money, home, and security
- 04 Healing, pleasure, and relationships
- 05 Building a life that fits the woman you are now

STATUS

Coming soon

Poetry by Keley Johnson

Good Vibez is Keley Johnson's distinct poetry and spoken-word identity - an intimate body of work about heartbreak, grief, desire, ancestry, Black womanhood, healing, and rebuilding out loud.



SPOKEN-WORD ALBUM

Heart of a Woman
Streaming now

"Good vibes were never the absence of pain. They were what I made out of it."

BOOK

The Life and Times of Good Vibez: The Mixtape



LIVE PERFORMANCE



Compass

Let's Find Your Bearings.

One place to remember what matters today.

Compass is a calm personal command center for the days when life feels noisy, scattered, or overwhelming. It brings daily priorities, bills, reminders, notes, routines, encouragement, and simple money awareness into one clear view.

TODAY

Three priorities for work, home, and yourself.

REMEMBER

Bills, reminders, routines, links, notes, and screenshots.

AWARE

A simple, manually entered money snapshot without bank connections.

RETURN

Encouragement, reflection, and room for rest - not productivity pressure.

COMING SOON

invisible-find-true-north.base44.app

Stories worth telling.

Keley is available for interviews, profiles, podcasts, readings, and thoughtful conversations at the intersection of creativity, healing, aging, identity, and intentional living.

01

Reinvention after 50

Creating a meaningful next chapter without erasing the life that came before.

02

Writing as a way home

How journals and poetry help us name what we once could not explain.

03

Survivorship and becoming

Motherhood, military service, breast cancer survivorship, healing, and creative identity.

04

Black women and inner work

Self-love, sensuality, boundaries, gratitude, and the freedom of knowing yourself.

05

Reducing cognitive load

Why Compass centers clarity, intention, and remembering what matters instead of doing more.

06

Building a literary lifestyle brand

Creating an intimate, grown-up ecosystem across journals, audio, poetry, and digital tools.

I am glad you found your way here.

Connect with Practical Magick.

For profiles, interviews, readings, podcast appearances, collaborations, and review copies, connect with Keley Johnson through the Practical Magick website and official social channels.

WEBSITE

practical-magick.keleyjohnson.chatgpt.site

INSTAGRAM

[@practicalmagickbykeley](https://www.instagram.com/practicalmagickbykeley)

THREADS

[@practicalmagickbykeley](https://www.threads.net/@practicalmagickbykeley)

TIKTOK

[@practicalmagickbykeley](https://www.tiktok.com/@practicalmagickbykeley)

FACEBOOK

[Practical Magick Podcast](#)

COMPASS

[Find Your Bearings](#)

EDITORIAL IMAGE USE

Portraits, product covers, performance images, and album artwork shown in this kit are available as reference. Please request the appropriate high-resolution file and confirm caption and credit details before publication.