

Bio and boilerplate

Lisa Najarian, founder of You Go Girl. Everything here is cleared for publication and can be used as written.

BOILERPLATE

67 WORDS · THE STANDING PARAGRAPH FOR THE FOOT OF A PIECE

About You Go Girl. You Go Girl is a community for women who are carrying more than they say out loud. Founded by Lisa Najarian, author of *Girl, Unpack That!*, it brings women together through the B.A.G.S. framework, Bonding, Awareness, Guidance and Sisterhood, across a book, the podcast *The Baggage Claim*, a members' Sisterhood, and gatherings and getaways designed for real conversation. Learn more at you-go-girl.com.

SHORT BIO

58 WORDS · FOR AN INTRODUCTION OR A SPEAKER LISTING

Lisa Najarian is the founder of You Go Girl, a community built on one conviction: women were never meant to carry their emotional baggage alone. An entrepreneur, author and speaker, she is the author of *Girl, Unpack That!* and host of the podcast *The Baggage Claim*. Her B.A.G.S. framework gives women a way to set some of it down, together.

FULL BIO

424 WORDS

Lisa “Loopie” Najarian is the founder of You Go Girl, a women-centered movement built on one powerful conviction: women were never meant to carry their emotional baggage alone. Through friendship, shared experience, and an intentional framework for connection, Lisa is redefining how women unpack, grow, and move forward together.

An entrepreneur, author, speaker, and community builder, Lisa’s work is shaped by lived experience and a lifelong pursuit of belonging. Growing up, she attended ten different elementary schools, earning what she often calls the title of “the perpetual new girl.” Constantly starting over, Lisa learned early how deeply connection, or the absence of it, shapes a woman’s confidence, identity and emotional resilience. That early longing for meaningful friendship would later become the backbone of her life’s work.

During a getaway with women she loves, everything crystallized. Somewhere in those conversations they stopped performing and started telling the truth, and one by one they began unpacking things they had each been carrying for years. Lisa recognized that what was unfolding wasn’t just personal, it was universal. Women are capable, strong and accomplished, yet quietly carry unresolved baggage for years, often believing they must manage it on their own. Lisa became determined to change that narrative.

That determination gave rise to You Go Girl, a growing movement devoted to helping women unpack their emotional baggage through friendship, using Lisa’s signature B.A.G.S. framework: Bonding, Awareness, Guidance and Sisterhood. Rather than offering quick fixes or surface-level inspiration, You Go Girl creates intentional spaces where women connect deeply, reflect honestly, and support one another through real life.

At its heart, You Go Girl is about belonging. The movement comes to life through storytelling, reflection and shared experience, whether around a kitchen table, on a getaway, or within a thoughtfully curated community. It extends into an upcoming cookbook created with contributions from Lisa’s closest girlfriends, a refined branded product line, and a signature three-day retreat experience designed for women ready to pause, unpack, and reconnect with themselves and each other.

Lisa’s book, *Girl, Unpack That! The Trip That Changed Me and the Framework That Can Change You*, expands on the philosophy behind the You Go Girl movement. She continues to grow You Go Girl as a membership-driven community centered on connection, honesty and belonging.

Known for her warmth, authenticity and emotionally intelligent leadership style, Lisa believes true leadership isn’t about having life perfectly figured out. It’s about creating spaces where women feel safe enough to tell the truth, lighten their load, and realize they don’t have to do it alone.