



SHE*T FOR BRAINS

WELCOMING KELSEY ZAHNEIS

HOLISTIC HEALTH
& WELLBEING
COACH



The She*t for Brains Initiative

For nearly three years, She*t For Brains has been building a space where people in the print industry can talk honestly about the pressures of the job: the peak season stretches, the deadlines that were due yesterday, the toll it all takes. The platform was built on a simple idea, that print professionals deserve somewhere safe to be heard, without judgement and without expertise pretending to have all the answers.

That focus has always centred on mental health. But wellbeing was never meant to stop there. This month, She*t For Brains welcomed **Kelsey Zahneis** as its new Resident Holistic Health and Wellbeing Coach, bringing a broader, whole-person approach to a community that has spent years learning to open up about the mental side of the industry.

WHY A HOLISTIC APPROACH, AND WHY NOW

As co-founder Jessica put it during Kelsey's introductory session, She*t For Brains has "always stressed to this community is that we're not experts. We just create this space where we facilitate conversations." Three years in, that space has grown. What started as a grassroots initiative to talk about stress and anxiety in print has evolved into a genuine industry movement, and the team recognised it was time to bring in a consistent resource who could speak to the whole picture, not just the mind.

Kelsey was introduced to the platform through a personal connection, and after months of conversation, it became clear her holistic approach was a natural fit. As Jessica explained, what Kelsey brings is "not just mental, it's physical, it's spiritual." Rather than treating the mind as separate from the body, Kelsey's work looks at wellbeing as one connected system, which is exactly the direction the community had been asking for.

MEET KELSEY ZAHNEIS



Kelsey's path into holistic health started early, and it started personally. Diagnosed with anxiety at just two years old, she spent much of her childhood and adolescence quietly struggling while appearing, on the surface, to keep up.

That changed the day a panic attack in the middle of a classroom gave her, for the first time, a word for what she had been living with.



What followed was a **familiar story** for many: a trip to the doctor, and a prescription with no education, no lifestyle guidance, and no attempt to address the root cause. Kelsey doesn't dismiss medication. She's clear that it saves lives and is often necessary. But she saw firsthand how a "magic pill" approach, treating the symptom rather than the whole person, left real gaps in her own care.

Today, Kelsey runs her own practice, **Unity Holistic Health Coaching**, working with clients around the world. At She*t For Brains, she'll be a consistent presence, delivering monthly content and quarterly live sessions for the community.

The Three Pillars

Kelsey's framework rests on a simple but often overlooked idea: there is no single fix for wellbeing. It's the accumulation of small, consistent habits across three connected areas.

PILLAR 1: PHYSICAL WELLNESS

Physical wellness, in Kelsey's words, looks like "having a functional pain-free body, sustained energy levels throughout the day" and the ability to think clearly. Her top recommendations are refreshingly practical:



Eat breakfast within 30 minutes of waking. Skipping it means missing roughly a third of your daily nutrients, and it sets up the midday energy crash so many people quietly accept as normal.



Keep a consistent sleep schedule. Going to bed and waking at the same time trains the body's natural melatonin release. Disrupt it too often and the body reads it as a threat, flooding itself with stress chemicals instead of winding down.



Build movement into the day you already have. Taking the stairs, stretching at a fuel stop, or standing up every couple of hours all add up. None of it needs to be a formal workout to count.

Kelsey also walked the group through a simple standing stretch, the crescent moon, designed to rebalance the muscles that tighten from long hours at a desk or behind the wheel.

CRESENT MOON STRETCH



PILLAR 2: MENTAL WELLNESS

On mental wellness, Kelsey's advice centres on boundaries, self-care, and control.

- **Set boundaries**, including with technology. Kelsey keeps her phone confined to her home office and avoids using it as her alarm clock, so the first thing she sees each morning isn't a flood of notifications.

As a self-described "**recovering people pleaser**," Kelsey is direct about being selflessly selfish: you cannot show up well for other people if you're running on empty. Taking care of yourself isn't indulgent, it's what makes you useful to everyone else in your life.

- **Focus on what you can control**. Especially relevant for anyone who travels for work, where cancelled flights and shifting schedules are a given. Time spent frustrated by things outside your control is time lost. Time spent responding well to them is still life being lived.

For moments of acute stress, Kelsey shared a fast reset technique she calls TIPP: **Temperature** (cold water on the wrists), **Intense** exercise (even jumping in place), **Paced** breathing (a simple box breath), and **Progressive** muscle relaxation, tensing and releasing each muscle group in turn.



PILLAR 3: SPIRITUAL WELLNESS

The final pillar, spiritual wellness, is often the hardest to define, but Kelsey frames it around connection: to yourself, to others, and to something larger.



Journal. It doesn't need to be five pages a night. A single sentence before bed is enough to start building a relationship with your own thoughts.



Create community. Whether that's church, a workout class, a running group, or simply people who share your values, community is where much of spiritual wellbeing is found and sustained.



Develop rituals. Every new habit feels a little robotic at first. Repetition is what turns a routine into something that feels natural, grounding, and genuinely restorative.

No Single Fix

Kelsey's closing message to the group was a warning as much as a philosophy: "There's no one thing that creates wellness." Anything promising a single quick fix, a supplement, a hack, a pill, should raise a flag. Real wellbeing is built from the accumulation of small, sustainable habits across the physical, mental, and spiritual, not from any one silver bullet.

WHAT'S NEXT FOR KELSEY



Kelsey's involvement with She*t For Brains won't stop at this introductory session. She'll be providing monthly content for the platform and returning for quarterly live sessions with the community. Her tip-based mental reset technique is being turned into a formal resource for the She*t For Brains community to reference going forward.

The wider team is also building toward a bigger presence at **PRINTING United Expo** in Las Vegas this September.

With a warm-up session on the **18th of August** hosted live on Print Island, a PRINTING United partner. She*t For Brains will be on-site in Vegas, continuing a mission that PRINTING United Alliance has actively backed: bringing mental health and wellness support to every corner of the print industry, at every event, every show.

If there's a topic you'd like Kelsey to cover in an upcoming session, from meal prep to meditation techniques, the community is encouraged to reach out directly or connect via LinkedIn. This is content built for the people using it, and the team wants to hear what you need.



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