

Caya Connects

November 8, 2025

What's inside? 2 quotes // 1 lesson learned (in <180 words) // Weekly Rebrand // 3 Favorite Things // POP (Progress Over Perfection)

"People who are truly strong lift others up. People who are truly powerful bring others together." —Michelle Obama, mom, former first lady, all-over badass

1 Lesson Learned (in under 180 words)

For moms around the free world, getting our kids out the damn door in the morning is the pits.

Last year, when we homeschooled, this was in my top 3 list of "Things I don't miss."

I talked to the kids about it. I told them I'm sad about our mornings. I asked for ideas.

We landed on the Reynolds Morning Routine: 2 Rules, 1 Reward

Rule 1: Kids are responsible for having everything packed, brushed, and by the door before they can play

Rule 2: By 7:30, everyone's at the door, gearing up to walk out by 7:40.

Reward: When it works, you get a sticker on our DIY chart. Anyone with 5 stickers on Friday gets something tasty.

To make the new habits easy to adopt, we added an alarm clock in the playroom, and a chart for the kids on the back door.

So far, it's working.

Lesson learned? I prefer spontaneity to preparation, but to quote Matthew McConaughey, "We have to prepare to have freedom."

Weekly Rebrand

Baby prep instead of prenatal insomnia.

The 2-3am wake-ups have begun. My eyes pop open and I try all of the tricks, but I'm just up.

Why on earth, given everything my body's doing, is this a pregnancy symptom??

Then I remembered what's coming. Imagine going from 8 blissful, uninterrupted hours to what you get with a newborn. Yikes.

So, it's no longer prenatal insomnia around here. It's baby prep. And for that—for him—I'm so grateful.

3 Favorite Things 🥰❤️👉💍🌟

This week, we're sharing favorite things from Caya Founding Members. Send me your favorite finds to spread the love: hello@cayamoms.com.

1. [THIS Gift for Good](#). If you're in holiday shopping mode, check out The Iris Fund on Morgan Stanley's "Gifts for Good" list (under Donations & Resources)
2. [This red light therapy lamp](#). Not just for your skin, but for your health, muscles, and joints, this one gets a green light.
3. [This hormone support](#). They had me at Ashwagandha. I'm a big fan of Pink Stork prenatal and postpartum supplements. Excited to add this to the regimen.

POP! (Progress Over Perfection)

- It's official! We're tightening the Caya demo to Moms 35+. This was a MAJOR ah-ha moment. I've been struggling with how broad the demo was. SO excited about how this focuses us, but also opens the door to nurture a demo that is finally having her moment.
- The website will be ready for a preview by next week, if not sooner
- The launch content plan is looking good! Once the website's live, social and the podcast will be ready to go live.
- I owe Space names to the product team. Because I was struggling with the demo, they weren't coming easily. Now that we have clarity, it'll be so much easier to name Spaces.

Today, I'm thankful for our much-needed Caya Council Call. The women in this group are truly the best. And, I'm thankful to live in a country that has a VERY strong track record for uniting, caring, and thriving, regardless of who's on the throne.

Kennedy Reynolds
kennedy@cayamoms.com