



PRODUCT GUIDE

Dive in
DECK

CARDS TO
IGNITE + INSPIRE
DEEPER DIALOGUE

WHAT IS DIVE IN DECK?



CARDS TO IGNITE + INSPIRE DEEPER DIALOGUE

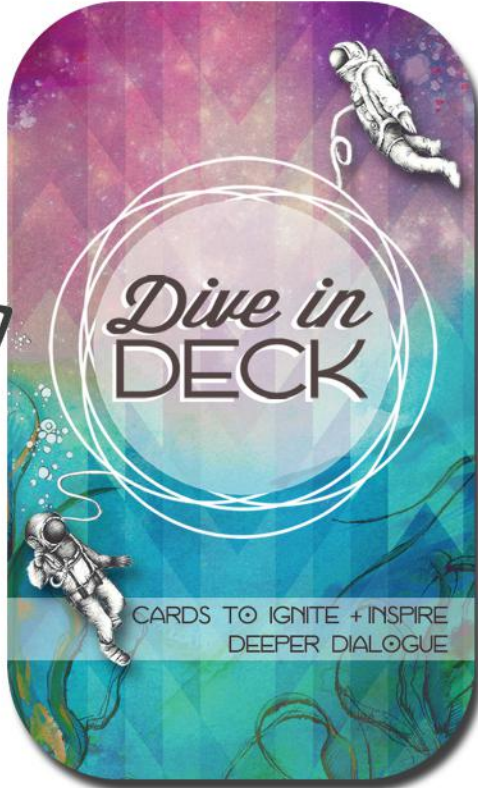
Dive In Deck is like a **cosmic permission slip** to put down your devices and **DIVE IN** to deep + meaningful **connection** with yourSelf and others. Each unique conversation card features an igniting question or statement paired with inspiring visual art, serving as an access point for inquiry & exploration. **There are no rules, every answer is right, and evolution is totally allowed.** Choose a card and **DIVE IN!**

A FEW WAYS TO ENGAGE WITH DIVE IN DECK:

- SPICE UP YOUR DATE NIGHT
- MAKE A NEW PAL
- GO DEEPER WITH A BESTIE
- MEDITATE ALONE OR TOGETHER
- BRING THEM TO THE PARTAAAY!
- ENLIVEN A ROAD TRIP
- INSPIRE A JOURNAL ENTRY
- IGNITE FAMILY DINNER CONVO
- SKYPE & CONNECT LONG-DISTANCE
- KICK OFF A BUSINESS MEETING

PRODUCT DESIGN

TOP
OF TIN



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WAYS TO ENGAGE WITH *Dive in DECK*:

- Spice up your date night
- Make a new pal
- Go deeper with a bestie
- Meditate alone or together
- Bring them to the partyay!
- Enliven a road trip
- Inspire a journal entry
- Ignite family dinner convo
- Skype and connect long-distance
- Kick off a business meeting

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BOTTOM
OF TIN

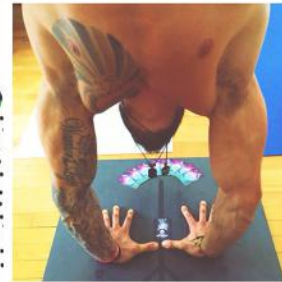


WHAT IS THE # CONNECTION REVOLUTION?



You know that feeling you get in your soul when you experience face-to-face, heart-to-heart, meaningful connection with someone through conversation? It's just so... good. But in a culture where "likes" and text messages have become the communication standard, we often fall into a pattern of small talk and meaningless chatter, boring our minds and isolating our souls. It is abundantly clear:

We are all craving a CONNECTION REVOLUTION
The time is now. **DIVE IN!**



W42ST MAGAZINE

PEOPLE

Let's talk

No. REALLY talk. About the things that matter. Ready?

Words: Ruth Walker
Photograph: Nacho Guevara



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PEOPLE



What do you talk about with your friends? Sport? *RuPaul's Drag Race*? That great new Thai place on 9th Avenue? Or do you dive right in? Get to know them on a deeper level — and allow yourself to be known? It's kind of scary, making those connections for the first time, opening yourself up, being vulnerable. But these were the kind of friendships Heather Weiss craved. And when she met neighbors Jessie and Kristina (they live on W47th St, Heather on W46th St — all of them involved in the Broadway/creative community in some way), she knew she'd met kindred spirits.

Their long conversations about life, love, and the universe inspired them to create *Dive In Deck*, a deck of cards containing questions or statements ranging from "When do you feel most empowered?" to "What adventure would you embark on if you had no limitations?" It's a doorway — a permission slip, if you like — to explore relationships more deeply.

"This was born out of our friendship and the way we communicate with each other," explains Heather, "and how we want to go deep in conversations. We wanted to bottle that in some

way, and this is what came out. We sat around and talked about these topics (often at Frisson Express, which was equidistant from their apartments — they were questions that had come out of our own research, trying to get to know ourselves on a deeper level. We started exploring, making a list of these questions, really analyzing them."

They admit there's something quite unique about their friendship. From the beginning, nothing was off the agenda. "We'd sit around and have these beautiful conversations on the nature of the universe and quantum physics and particle physics and these esoteric ideas. But how do you boil them down to something that's a little more accessible but really invites someone to take a closer look?"

Some of the *Dive In Deck* questions might make people a little uncomfortable, sure. "But it's something that invites vulnerability and transparency and authenticity and that, I think, is what people are really responding to."

"It's quite scary to say to someone, 'I want to talk about this deep stuff!' So we're people's excuse. It's like, 'It's not me asking these questions, it's the cards.'"

The deck was launched just over a year ago, around the same time the 36 questions to make you fall in love was creating such a storm. It felt like an era of opening up and getting real with the individuals around us.

"It can be really lonely in this city, and we've experienced a lot of people moving around, so it can feel very isolating. We're surrounded by people but can be alone."

Since the launch, both Jessie and Kristina have left the business to pursue their creative careers, and Heather has taken a full-time post as faculty production stage manager, Drama Division, at Juillard. But it seems few are immune to the charms of diving in. "If someone sits down in a bar and they think they're going to get a conversation about the game or whatever, they could end up talking like this," laughs Heather.

"And my office at Juillard is in a

Above: The cards invite open, creative conversation

heavy traffic area within the drama division and I have a very open-door policy. I've put twinkie lights up and I have the cards on the edge of my desk. Often students or faculty members will come in and pick a card and we'll have a conversation."

"We've had so many people write in and tell us the really special ways *Dive In Deck* has touched them. Some people bring them to dinner parties for the hostess. There's a woman who puts a card in her kid's lunchbox every day so they can connect at lunchtime with their friends in a deeper way. Another woman who facilitates a teen mothers group is using them to start the conversation. And a woman who said she and her partner went on a vacation and brought the cards to dinner one night, leaving their phones at home. She said, 'We learned things

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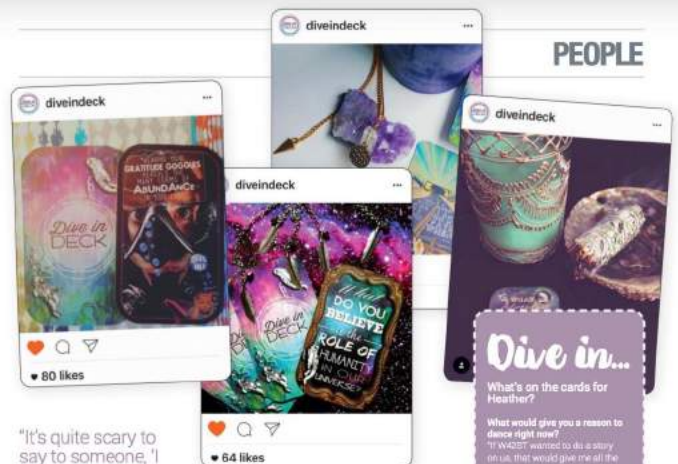
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PEOPLE



"It's quite scary to say to someone, 'I want to talk about this deep stuff!' So we were people's excuse."

about each other that we never knew, after 25 years of marriage." Wouldn't it be great, she wonders, instead of walking around with our phones, we could be having these deep conversations instead?

"I think people being on their phones and social media so much is a cry for connection. Science shows that, when you see a notification pop up on your phone, it's the same reaction in our brain as when we have a sugar high. So it's like the candy version of deep connection. This, I hope, is another option that's more nourishing."

But to be clear it's not all quantum physics and the meaning of life. Heather sweats the small stuff too. "It's a good balance. And these questions don't have to be heavy. They're just an access point for wherever the conversation wants to go. They spark a lot of laughter and silliness too."

Dive In Deck is at *Kalve* (both locations), *Delphinium Home*, *Domas*, *The Pantry* at *Ann's Bread*, and *ScoutLife* in *Hell's Kitchen* (www.diveindeck.com)

Dive in...

What's on the cards for Heather?

What would give you a reason to dance right now?
"I've always wanted to do a story on us, that would give me all the reasons to dance right now."

What ignites your creativity?
"I always want to say deadlines. But I think, for me, it's when I get quiet and don't really seem to be that smart and vocal. That's when I realize there's actually a lot that wants to be said and shared. It's through art or through conversation or just through what I make for myself for dinner. And this question opens for me sometimes. Sometimes it's those parties that ignite my creativity."

When have you surprised yourself?
"Creating this, and the way it all came about. It was a surprise to have this idea and from inception, see the swiftness we moved through it. It felt like the universe was pulling out the red carpet for us. The more people showing up, making the right connections, the right relationships — everything just fell into place."

DIVE IN DECK MARKET ANALYSIS

Dive In Deck is a versatile product with a broad consumer market and is unique in being one of the first products of its kind to lend itself to such a dynamic range of purposes. As such, potential wholesale buyers for this product are quite unlimited. To provide you with a specific idea about the breadth of its reach, it has been sold at:

- HOMEWARE STORES
- BOOKSHOPS
- COFFEE SHOPS
- NEW AGE + SPIRITUAL STORES
- GAME STORES + BARS
- YOGA STUDIOS
- AIRPORT SHOPS
- RETREAT CENTERS
- ARTISAN + HOLIDAY GIFT MARKETS
- SPECIALTY STORES

Analytics show that about 75% of our customer demographic are women between the ages of 18 - 40. At present, most of our sales are driven by our website + social media channels, though we have been sold wholesale at approximately 75 stores in the United States and abroad.



PEOPLE BE LIKE...



lisa gumina

"I brought your beautiful cards on a recent trip and dove into conversation with my husband. I have to say that even after 10 years, I learned something new about him. We don't often get away on our own, so it was nice reconnecting!"



@atrillgoddess

"I use my Dive In Deck every day to stay present and exercise gratitude. I literally carry it in my purse and use it everywhere. I even share the cards with others to encourage mindfulness."



@sarrahsunshinee

"I absolutely love them and have been using them almost every day to guide my meditation."



@tanjatheawesome

"Thank you! These are beautiful cards! I collect oracle decks and tarot cards; these are so much fun! Love the tin box they came in and the size and design of the cards are fun to hold. Love the artwork and the colors. Just perfect!"



@urban.wilderness.yoga

"I used my deck today for the first time in a class of teen mothers. Thank you. It was amazing to hear this group open up. Best cards ever."



@mandareen.dream

"I'm so head over heels in love with the artwork, quotes, and questions. It screams writing prompts. These to me are like soul cards. A way to connect. Was away the ego with these mindful and love-drenched cards."



@bwebbxo

"Used mine when facilitating a group therapy session in a substance use disorder facility. They loved it."



@kundalini_flow

"I convinced my family to play Dive In Deck tonight and, after a slow start, it turned out to be one of the best times we've had playing any board game ever."



@nataliasigura

"I took my Dive In Deck to a party with some friends. As soon as I pulled them out, everyone was so keen to speak on each card, it was like they were dying to have their voices heard! This was one of the best parties ever and we've all become much closer with one another since."



@browserware11

"This deck is superb! I have used it in every yoga class I have taught since I got them, giving my students the option to self-meditate the question or ask it to someone after class and everyone has thoroughly enjoyed!"



@she_dares

"I am passionately committed to deep, genuine connection... and the Dive in Deck is the perfect tool for that. The thought-provoking and inspiring questions allow for authentic + fun CONNECTing and even self exploration!"



@missnatalieroy

"My Dive In Deck is an ever-present reminder that opportunity for connection is EVERYWHERE."



@cassiemsilva

"Dive In Deck takes surfaced conversation to a new level with its inspiring questions. It allows me to be curious & open with interactions. I always have 2 decks on hand: one for my personal use and one to give away!"



patricia eagle

"I brought my Dive In Deck to a writing retreat I was leading, and the cards worked so well, we used them several times! It stimulated our writing and certainly conversation. I appreciate the art and reflectivity you put into the visuals and the spirit of your creation."



@hanggilove

"I love my Dive In Deck. It's such a fun way to spark a more soulful connection with those around you. The cards are addictive!! You'll find yourself pulling them out all the time!"

ABOUT + CONNECT



HEATHER WEISS

CEO + CREATOR + DESIGNER

HEATHER@DIVEINDECK.COM

Heather is an artist, producer, entrepreneur, and community builder. As a storyteller, She's worked as lead producer on music videos, promotional content for non-profits, and documentary films.

As a fifth generation Galveston Islander, Heather's theatrical Stage Management career began on a small town off the Gulf Coast of Texas in her middle school theater and led her all the way to Broadway, working some of the industry's most acclaimed shows from Rock of Ages to Next to Normal and Avenue Q. She's also worked as SM for Rosie O' Donnell's R Family Vacations LGBTQ annual family cruise, served as Company Manager for Paul Newman's Hole In The Wall Gang Camp, and has produced + managed major events for clients such as Nike, Apple, Heineken, Macy's, Virgin, MTV, ABC, and numerous award shows.

In 2017, Heather was entrusted with the distinguished position of Pipe Holder & Fire-Keeper in the Native American Tradition and is currently training in Shamanic Vision Quest leadership in Bear Heart's tradition. Heather is trained and practices as both a birth and end-of-life doula and an ordained minister.

Exceptionally passionate about community and interpersonal connection, Heather designed and created Dive In Deck | Cards to Ignite + Inspire Deeper Dialogue.

As of 2016, Heather holds the full-time position as Faculty Production Stage Manager at The Julliard School.



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