# PRINCE KERR

**Creator • Meditation Guide • Entrepreneur**
Founder of Betruetoyou.ca

*Intentional living. Inner connection. Becoming the person who follows through.*



**20K+**
YouTube subscribers

**Top 10**
Amazon rank, Digital Detox Journal

**50+**
retreat guests hosted

**15 yrs**
personal meditation practice

## The story

Prince Kerr climbed the corporate ladder in legal management, building a career that looked successful but no longer felt aligned. So he left. He founded Betruetoyou.ca to help people live in alignment with who they are. Today it is 20,000+ YouTube subscribers, a Top 10 Amazon-ranked journal, guided meditations, international retreats and OMĒRU, his signature practice.

He now brings that same calm and alignment to teams, individuals and brands.

*"You can't build a life you love without learning to trust yourself."*

## Ways to work together

CORPORATE WELLNESS

Calm, focus and work-life balance for employees and leadership: guided meditation, stress-reset sessions and wellness programming.

BRAND AND SOCIAL PARTNERSHIPS

Story-led integrations with an engaged wellness audience on YouTube and Instagram, plus retreat and event collaborations.

Betruetoyou.ca • @princekerr

FOR COMPANIES AND HR TEAMS

# Corporate wellness

Burnout and constant pressure are hard on employees and on the managers carrying them. Prince brings calm, perspective and practical tools for work-life balance and stress, for teams and leadership alike.

### Guided meditation sessions
Short, accessible sessions that help teams reset in the middle of a workday.

### Stress and balance workshops
Practical tools for managing pressure and setting healthier boundaries.

### Leadership sessions
Calm and self-awareness for managers who set the tone for their teams.

### Wellness days and retreats
Longer programs and offsites built around rest, nature and connection.

Credibility from the inside: years in legal department management and up the corporate ladder, a project management certificate, and 15 years of personal meditation practice.

FOR BRANDS AND AGENCIES

# Brand and social partnerships

An audience of professionals, creators and wellness seekers who want a life that feels like theirs. Products become part of the story, not an ad break.

### Content
- Sponsored and dedicated YouTube features
- Short-form video and Instagram
- Guided meditation integrations

### Retreats and travel
- Product gifting and activations
- Hotel and destination partnerships
- Food and beverage experiences

### Events and creative
- Co-hosted events and speaking
- Co-created and limited-edition products
- Brand storytelling campaigns

## Collaborators and ecosystem

### Lloyd Rose
Co-hosted the Panama retreat. Plant-based chef and author of Island Vegan.

### Howell's Herbs
One of Prince's own wellness brands, a line of wellness teas.

### Palmaïa, Mexico
Next retreat, December 2026. Open to food, wellness and travel partners.

## Let's create something people actually feel.

If you are looking to bring calm to your team or build a story-led partnership, I'd love to talk.

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