WEBSITE REFERENCE GUIDE

www.passportto.me

Passport to Me: Healing, One Stamp at a Time

October 21, 2026 · 11 Days Until Launch · Yalonda Grace White

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Color Palette

Apply these in GoDaddy under Design → Colors → Custom Palette using the exact hex codes.

Color	Hex Code	Use For
Black	#0A0A0A	Headlines, bold text, strong contrast elements
White	#FFFFFF	Backgrounds, clean space, text on dark sections
Royal Blue	#1C3F9B	Buttons, section headers, links, accents
Gray	#6B7280	Body text, subheadings, borders, secondary info
Light Gray	#F3F4F6	Card backgrounds, alternating sections, forms
Pink	#E91E8C	CTA buttons, highlights, signature accent

Why this palette: Black + White = literary memoir quality · Royal Blue = trust and authority · Pink = your signature — the hat, the warmth, the woman · Gray = sophistication without heaviness

The 5 Pages — Complete Structure

Build in this order. Page 1 (Home) must be live before you publish. Others can follow within 24 hours.

PAGE 1 HOME — MOST IMPORTANT

Hero — Top of Page

Background: Black or Royal Blue

- Large text: "The passport was already in the house." — in White
- Subtext: Passport to Me: Healing, One Stamp at a Time by Yalonda White
- PINK button: PRE-ORDER NOW ON KINDLE → (ORDER PHYSICAL BOOK on November 1)
- Countdown timer to November 1, 2026
- Book cover image

About the Book

Background: White or Light Gray

- Short book description —

  Yalonda White is a Northern Virginia author, military child, and 30-year military spouse whose passport finally tells the story her résumé never could.

  After a lifetime of showing up for others — raising a family through military life, building a 25-year career in corporate America, leading DEIB initiatives, and creating programs that lifted other women — she found herself at 54 at the beginning of the most important journey of her life: back to herself.

  Passport to Me: Healing, One Stamp at a Time is her debut memoir. She is the founder of Calla Bleu Inc. and Passport to Me, and the creator of The Sink Women and The Arranged Face — communities for women who are done arranging their faces and ready to find their own trail.

She believes in putting good into the world, and trusting that the world will return it.

- Text: 'Available November 1, 2026'
- Royal Blue button: LEARN MORE →

Pull Quote

Background: Royal Blue

- White text: 'For the woman at the three o'clock sink.'
- Pink accent line above and below the quote

Email Sign-Up

Background: Light Gray

- Headline: 'Get the free 5 Breadcrumb Questions journal guide'
- • Pink button: GET YOUR FREE GUIDE

Community Links

Background: White

- Two buttons side by side:
- The Sink Women → https://www.facebook.com/groups/thesinkwomen
- The Arranged Face → https://www.facebook.com/groups/thearrangedface

Footer

Background: Black

- White text: © 2026 Yalonda Grace White | PassportTo.Me
- Links: Home · About · Shop · Privacy Policy · Contact

PAGE 2 ABOUT THE AUTHOR — HIGH

Content

Background: White

- Full author bio —

  Yalonda White has spent most of her life being excellent at showing up for everyone else.

  She grew up as a military child — Fort Hood, Kaiserslautern, Fort Belvoir, Frankfurt, Fort Huachuca, Ansbach — moving every few years, arriving in new places like she owned them and leaving without making a scene. It looked like adaptability. It was also, she would later understand, the first chapter of a much longer story about a woman who learned to belong everywhere except inside herself.

  She married young, and for 30 years as a military spouse she continued the only life she had ever known — moving, adjusting, supporting, holding things together while the mission took priority. She was also, simultaneously, building a distinguished 25-year career in corporate America: serving as Department Head, Executive Assistant, and Program Manager for a college preparatory work study program that changed young lives before they ever entered the workforce. She created a women's career support group from scratch. She led her organization's diversity, equity, inclusion, and belonging efforts. By every professional measure, she was formidable.

  She was also, privately, running on empty.

At 54, following the end of her 34-year marriage, Yalonda did something no one predicted: she bought a plane ticket. Her first solo domestic trip took her to Rhode Island. Her first international solo trip took her to Scotland and Ireland. Then came Banff, British Columbia. Somewhere along those roads — in the cities where no one held her file and no one needed anything from her — she finally began to hear herself think.

Passport to Me: Healing, One Stamp at a Time is her debut memoir — a year in the writing, a lifetime in the living — and her answer to the question she spent decades afraid to ask: Who am I, really, when no one is watching?

Yalonda is the founder of Calla Bleu Inc. and Passport to Me — a publishing, coaching, and travel platform for women ready to find their own trail. She is the heart behind two growing communities: The Sink Women and The Arranged Face — spaces where women can finally stop performing and start living.

She is a mother of two, a grandmother of two, and a firm believer that when you put good into the world, the world finds a way to return it. As Maya Angelou said, "When you know better, you do better." Yalonda is living proof.

She lives in Northern Virginia. Look for her at the corner table — the one with the pink hat and the open notebook. She is exactly where she is meant to be.

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- Author photo — pink hat, corner table preferred
- Opening line: 'Yalonda White has spent most of her life being excellent at showing up for everyone except herself. This book is that story.'
- Links to The Sink Women and The Arranged Face community groups
- Speaking and media inquiry information

PAGE 3 THE BOOK / PRE-ORDER — CRITICAL

Content

Background: White + Light Gray alternating

- Book title: Passport to Me: Healing, One Stamp at a Time
- Full 340-word book description (Version 1 — literary)
- Royal Blue retailer buttons: Amazon · Barnes & Noble · IndieBound · Books-A-Million
- Pink button: Order Signed Copy (Direct) → Payhip link ($24.99)
- Book cover image or 'Cover reveal coming soon ✨' placeholder
- ISBN — Ebook: 979-8-9820147-3-3
- ISBN — Paperback: 979-8-9820147-1-9
- ISBN — Hardback: 979-8-9820147-2-6

PAGE 4 COMMUNITY	HIGH

Content

Background: Light Gray + White

- The Sink Women — description, purpose, and JOIN button (Pink)
- The Arranged Face — description, purpose, and JOIN button (Royal Blue)
- Short paragraph about what each community is for and who it serves
- Privacy note: both groups are PRIVATE — members only

PAGE 5 CONTACT / MEDIA	MEDIUM

Content

Background: White

- Email: yalonda.white@callableu.com
- For: speaking, media, book clubs, and press inquiries
- Simple contact form: Name, Email, Subject, Message
- Link to Privacy Policy: passportto.me/privacy
- Link to Terms of Use: passportto.me/terms

Email List Setup

Element	Detail
Platform	Flodesk or ConvertKit
Lead Magnet	5 Breadcrumb Questions — free journal prompt PDF
Welcome Sequence	5 emails — already written and ready to load
Delivery	Automatic on signup — test by signing up yourself
Goal by Launch	1,500+ subscribers by November 1, 2026
Send Frequency	2x per week during launch window
Unsubscribe	One-click unsubscribe in every email — required

Test before publishing: Sign up yourself. Confirm welcome email AND the 5 Breadcrumb Questions PDF arrive within 5 minutes.

SEO Settings

Enter in GoDaddy under Settings → SEO for each page.

Page & Field	Value to Enter
Home — Page Title	Passport to Me | Yalonda White | Debut Memoir — November 2026
Home — Meta Description	A memoir for the woman at the three o'clock sink. Passport to Me by Yalonda White — available November 1, 2026. Pre-order now at PassportTo.Me
Home — Keywords	Black women memoir, healing memoir 2026, solo female travel memoir, Yalonda White, Passport to Me

Book — Page Title	Pre-Order Passport to Me | Yalonda White
Book — Meta Description	Pre-order Passport to Me: Healing, One Stamp at a Time by Yalonda White. Available November 1, 2026 on Amazon, Barnes & Noble, and direct.
About — Page Title	About Yalonda White | Author of Passport to Me
About — Meta Description	Yalonda White is a military child, 30-year military spouse, and debut author of Passport to Me. Learn more at PassportTo.Me.
Community — Page Title	The Sink Women + The Arranged Face | Passport to Me
Community — Description	Join two private communities for women who are done arranging their faces. PassportTo.Me
Contact — Page Title	Contact Yalonda White | Speaking · Media · Book Clubs
Contact — Description	Speaking inquiries, media requests, book club visits, and press contact for author Yalonda White. PassportTo.Me

Important Links Reference

Link / Platform	URL / Handle
Website	www.passportto.me
Privacy Policy	www.passportto.me/privacy
Terms of Use	www.passportto.me/terms
Event Registration	www.passportto.me/event
Direct Shop	www.passportto.me/shop
Email	yalonda.white@callableu.com
Hashtag	#PassportToMe
Copyright Line	© 2026 Yalonda Grace White | PassportTo.Me
Facebook Page	facebook.com/PassportToMe
The Sink Women	The Sink Women (Private Facebook Group)
The Arranged Face	The Arranged Face (Private Facebook Group)
Instagram	@PassportToMe

Privacy Policy Page – attached

Terms of Use – attached

Events Registration: Coming Soon