

Andy & Shane's Favorite Things

Working Concept Summary

The Big Idea

Rather than building a subscription box company, let's build a **trusted discovery brand**.

The most valuable asset isn't the box—it's becoming two people whose recommendations people trust enough to try without hesitation.

Our goal is to create the feeling that:

"If Andy and Shane recommend it, I want to know about it."

That trust can eventually support newsletters, commerce, subscription boxes, video, books, events, travel, and other products.

Why This Works

People already ask both of us what we eat, drink, read, use, and love.

Rather than creating something artificial, we're simply packaging something we already do naturally.

Our recommendations are different from influencers because they come from genuine curiosity, decades of experience, and products we actually use ourselves.

Phase 1: Build the Audience

Launch a free monthly newsletter.

Each month includes:

- 3–5 favorite things from Andy
- 3–5 favorite things from Shane
- Short explanations of why we love each item
- Links to purchase each product individually
- One video where we get together, share our favorite things, react to each other's picks, and have fun

The newsletter is free because our first goal is to build trust and grow an audience—not maximize short-term revenue.

Phase 2: Build the Library

Every recommendation becomes part of a permanent website.

People can browse by category:

- Food
- Beverages
- Kitchen
- Health
- Books
- Home
- Travel
- Games
- Outdoor
- Experiences
- And more

Every product has:

- Our explanation of why we recommend it
- Photos and video
- Purchase links

Over time this becomes a searchable library of everything we've ever recommended.

Phase 3: Launch the Subscription Box

Once we've built a substantial audience, launch a monthly subscription box.

The box is **fully curated**.

Subscribers don't choose what goes inside.

The excitement comes from discovering what Andy and Shane selected that month.

Each shipment arrives at approximately the same time the monthly newsletter is published so subscribers can immediately read the stories behind every item, watch the video, and purchase additional products if they want more.

Content Is the Engine

Every month we spend a few hours together filming.

That single session creates:

- Newsletter
- Video
- Social media clips
- Product pages
- Email marketing
- Website content

One day of filming powers the entire brand for the month.

Celebrity Guests

Occasionally invite a guest whose taste we admire to contribute a few favorite things.

Not because they're famous—but because they have genuinely interesting recommendations.

Examples could include chefs, authors, physicians, entrepreneurs, artists, or other thoughtful people.

Ideally they also introduce the project to their own audiences.

Guiding Principles

We only recommend products we genuinely use and love.

We never recommend something simply because someone paid us.

If affiliate commissions exist, we'll disclose them.

Trust is the business.

Everything else is built on top of it.

Long-Term Vision

Become the most trusted discovery brand in food, wellness, and living well.

Possible future extensions include:

- Subscription boxes
- Affiliate commerce
- Exclusive product collaborations

- Original products
- Live events and tastings
- Travel experiences
- Books
- Corporate gifting
- Premium memberships

The recommendation engine stays the same. Only the ways people engage with it expand.

Success Looks Like This

When someone is looking for a great olive oil, tea, cookbook, kitchen tool, hot sauce, coffee, game, or wellness product, they don't search Google first.

They ask:

"What do Andy and Shane recommend?"