

# The Invisible Backpack Membership

A global support resource for people with Tourette's

Created from real life experience

By William Hartwick | [www.theinvisiblebackpack.org](http://www.theinvisiblebackpack.org)



# Meet William

William Hartwick is a certified Tourette's coach and educational trainer, award winning author, motivational speaker, former teacher and elementary and middle school principal and someone who lives with Tourette's.

His story is one of courage, creativity, and compassion. Growing up feeling overwhelmed, misunderstood, and different, William learned how to turn his challenges into strengths.

As an educator, he stood out. As a principal, he became known as the kind of leader who made every child feel seen, valued, and heard. His deep empathy, shaped by lived experience allowed him to lead with love and humanity.



Thousands of students and families were positively impacted by William's leadership. Now, he shares that same care and insight with the wider world through poetry, reflection, and soul-led support for people living with Tourette's.

| You're not broken. You're becoming.



# What Is The Invisible Backpack Membership?



## Support Space

A heartfelt support space built from lived experience



## Creative Approach

Where poetry meets practicality and encouragement meets real life



## Grounding

A place to feel grounded, understood, and empowered



## Connection

Filled with warmth, humor, and human connection

The Invisible Backpack isn't just a digital platform. It's a heartfelt support space, built from real life experience, for people with Tourette's who want to feel grounded, understood, supported and empowered.

Created by someone who has lived the highs and lows, this is a place where poetry meets practicality, and encouragement meets real life. It's honest, creative, comforting, and filled with warmth, humor, and human connection.



# What's Inside the Membership?



Original poetry on identity, healing, and hope

At its heart: the power of words to uplift, connect, and remind you who you really are.



Voice-guided reflections to calm the nervous system

Soothing audio content designed to bring peace and centeredness.



Nature-based affirmations and mindfulness practices

Connect with the natural world for grounding and perspective.



Real-life strategies for self-acceptance and growth

Practical tools that meet you where you are. No pressure.



Monthly supportive resource & poem drops, interviews, and live sessions

Regular content to support your ongoing journey.

# Why It Matters



## Beyond Symptoms

Most support focuses only on symptoms or behavior

---



## Emotional Journey

Few address the emotional side of Tourette's

---



## Filling the Gap

Tools to help people feel seen, safe, and strong

William's voice, full of wisdom, empathy, and a touch of humor, reminds us that healing isn't about perfection. It's about showing up, feeling held, and knowing you're not alone.

Even in the noise, you are not alone.



# Who It's For

Teens discovering who they are

Support during a crucial time of identity formation and self-discovery.

Adults seeking calm, confidence, and clarity

Tools and resources for navigating life with Tourette's at any age.

Parents looking for tools that are gentle and real

Resources to support both themselves and their children with compassion.

Educators supporting neurodiverse learners with heart

Insights from someone who's been both student and principal.

This is for anyone who needs encouragement from someone who gets it, who has walked the same path and found light on the other side.



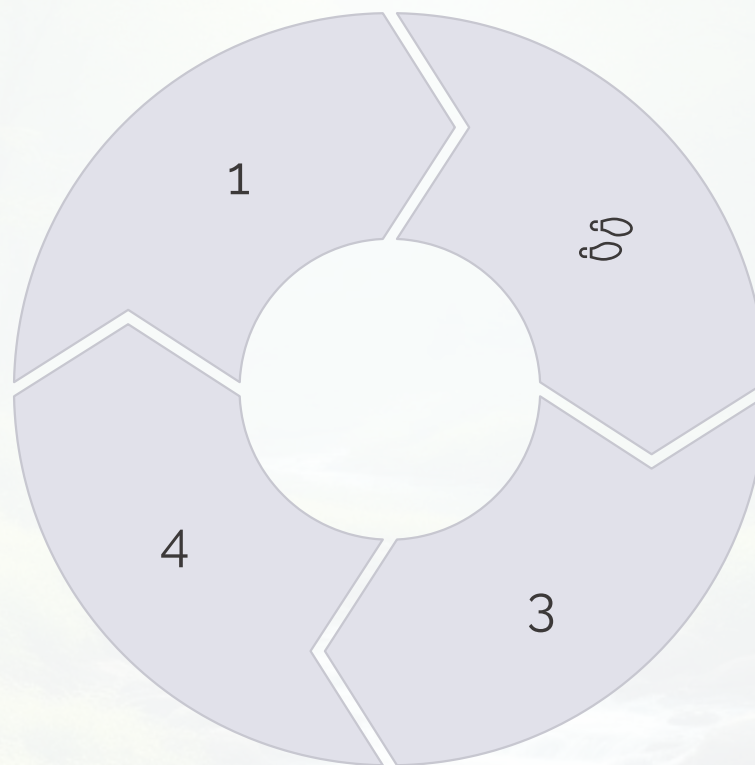
# The Healing Power of Nature

## Nature

Nature has been William's constant source of comfort and inspired many of his poems

## Emotional Resilience

Especially important for those with tics or sensory overwhelm



## Grounding Practice

Barefoot beach walks and moments under trees

## Scientific Support

Helps regulate the nervous system and reduce anxiety

Nature doesn't fix everything. But it can hold you while you heal.

# Designed for Real Life



This isn't a program you have to keep up with. It's a resource that keeps you company. No expectations. No judgment. Just support that fits real life.



# Become a Founding Member



Lifetime Access  
To current and future resources



Locked-in Rate  
Low rate of \$20/month



Daily Inspiration  
Affirmations, calming quotes, and poetic prompts



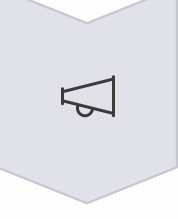
Live Engagement  
Monthly workshops and Q&A sessions with William



Optional Coaching  
1:1 sessions (limited availability)



Early Access  
To new tools, poems, and updates



Community Voice  
Help shape future content

You're invited to help build something truly meaningful from the inside out. This isn't just a membership—it's a movement. One built on care, storytelling, shared humanity, and real impact.

From the ground up, together.

# Why Now?

## Real Spaces

Because we need more spaces that are real.

## Care-Made Tools

More tools made with care, not just theory.

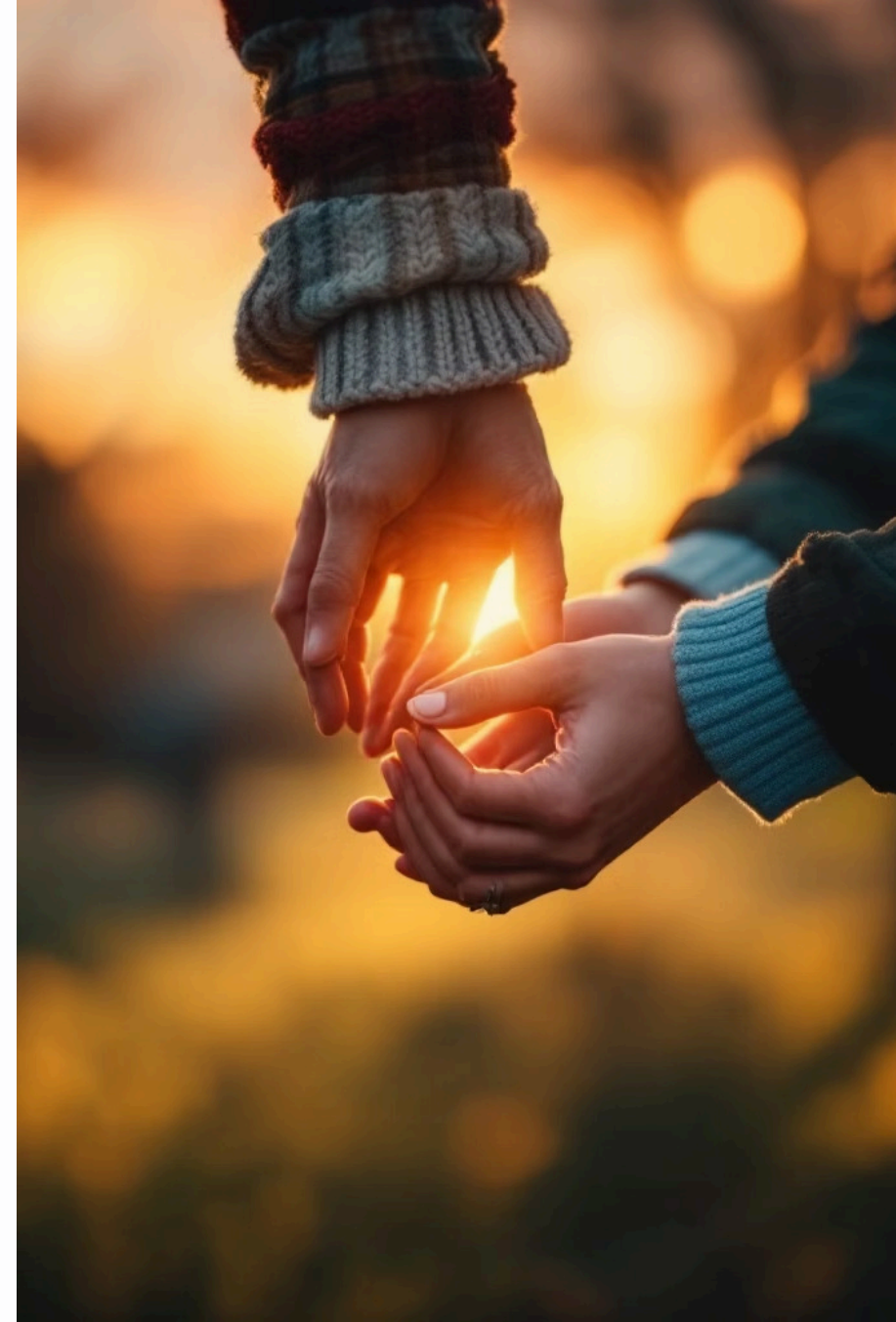
## Authentic Voices

More voices like William's, lifting others through honesty and hope.

## Powerful Message

The Invisible Backpack was created to say: You are not alone. You are not broken. You are enough. And you are powerful just as you are.

Now is the time to carry that message forward.



# Connect or Learn More

1

Explore

Visit the platform: <https://theinvisiblebackpack.org>

2

Connect

[william@theinvisiblebackpack.org](mailto:william@theinvisiblebackpack.org)

(Request a sample pack connect)

3

Join

Become part of a new story where lived experience leads

This isn't just about managing Tourette's. It's about rediscovering your voice. Finding calm in chaos. And remembering who you are beyond the label.

You are not a problem to be fixed. You are a force becoming.

You're not just joining a platform, you're becoming part of a new story. One where lived experience leads, and every step forward is grounded in care.

Let's carry this forward, with courage, creativity, and compassion.