# The Impact of 'The Five Minute Journal' in the World of Gratitude Practices



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Alex and Mimi Ikonn, the creators of "The Five Minute Journal," have significantly impacted the field of mindfulness and self-improvement since introducing their gratitude notebook in 2013. With over two million copies sold, the journal has found endorsements from celebrities like Emma Watson, Lily Collins, and productivity guru Tim Ferriss.

In response to increasing mental health awareness, "The Five Minute Journal" offers users daily prompts to reflect on gratitude and affirmations. Users like Justin Noggle, a business owner from Marysville, Washington, have adopted the journal to mitigate anxiety and maintain healthy routines.

The Ikonns' success extends beyond the journal. Under their brand, Intelligent Change, they offer a range of mindfulness products, including affirmation cards and scented candles. Their lifestyle, documented on social media, showcases their beliefs and practices, earning them substantial followings.

The journal's development originated from a collaboration between Alex Ikonn and his former college classmate, UJ Ramdas, during walks in Toronto. The design, characterized by its minimalist aesthetic, has made it a popular item on platforms like Instagram and TikTok.

Despite their recent separation after 13 years of marriage, the Ikonns continue to work closely, co-parent their daughter, and lead their brand. Their focus on gratitude and positive thinking remains central to their personal and professional lives.