

**AUTHOR | SPEAKER | CEO**  
**PROFESSIONAL TROUBLEMAKER**

*Luvvie*  
AJAYI JONES



**2023 Media Kit**



# LUVVIE AJAYI JONES AND AWE LUV MEDIA



# WHO IS **LUVVIE AJAYI JONES**?

- **Best-Seller** of Books
- **Slayer** of Stages
- **Imperial** of Impact
- **Correspondent** of Culture
- **Producer** of Partnerships

**PROFESSIONAL**  **TROUBLEMAKER.**

# ABOUT LUVVIE AJAYI JONES

**Bestseller of Books. Builder of Brands. Testifier of Truths. Curator of Community. Conduit of Courage. Slayer of Sneakers and Stages. PROFESSIONAL TROUBLEMAKER.**

**Luvvie Ajayi Jones** is a three-time *New York Times* bestselling author, speaker and entrepreneur who thrives at the intersection of culture, media, and business.

Her critically acclaimed books ***Rising Troublemaker: A Fear-Fighter Manual for Teens*** (2022), ***Professional Troublemaker: The Fear-Fighter Manual*** (2021) and ***I'm Judging You: The Do-Better Manual*** (2016) were instant *New York Times* bestsellers, establishing her as a literary force with a powerful pen. Her latest book (and first children's book) ***Little Troublemaker Makes a Mess*** will be released on May 2, 2023.

A 19-year blogging veteran, Luvvie writes on **[AwesomelyLuvvie.com](https://www.awesomelyluvvie.com)**, covering all things culture with a critical yet humorous lens. A prolific writer, she's also contributed to 5 published anthologies.

Luvvie is an internationally recognized speaker whose thought leadership on culture, authenticity, and disruption enables transformative action. Her renowned TED talk **"Get Comfortable with Being Uncomfortable"** has **over 9 million views**, has been transcribed into 23 languages, and has placed her in the Top 1% of TED Talks of all time.

Luvvie is a true force in the world and her work has been featured in such outlets as *Fortune*, *Forbes*, *Inc*, *Fast Company*, *The Chicago Tribune*, *Variety* and more.



*Her love language is shoes. Her superpower is her side-eye.*

# ABOUT AWE LUV MEDIA

**Awe Luv is a multimedia company that creates content to enable people to take action, feel joy and think critically in order to leave this world better than they found it.** The company is led by our founder and CEO, Luvvie Ajayi Jones.

We are **truth tellers, torch bearers** and **troublemakers**, emboldening people to take disruptive action for good.

- Empire of **Emboldening**.
- Loaner of **Courage**.
- Platform of **Power**.
- Homeland of **Humor**.
- Advocate of **Audacity**.
- Aficionado of **Authenticity**.
- Curator of **Community**.

*Awe*  
**Luv**

# SOCIAL MEDIA REACH

As of February 2023

Luvvie has a highly-engaged audience that is young, educated, and socially conscious — AND they love all things style, fashion and culture. They are plugged in AND fly!

## Audience by Platform



**337K**  
FB FOLLOWERS



**490K**  
IG FOLLOWERS



**257K**  
TWITTER FOLLOWERS



**31K+**  
LINKEDIN FOLLOWERS



**77K+**  
LUVVLETTER SUBSCRIBERS



**32K+**  
TIKTOK FOLLOWERS

➔ **TOTAL REACH = 1.2M+**

## Audience Demographics

**80%**

WOMEN

**22-44**

AGES

**20%**

MEN



*Luvvie is verified across all her social channels.*

# FEATURED PRESS

The New York Times

**Forbes**

ESSENCE



**OWN**  
OPRAH WINFREY NETWORK

**BLACK  
ENTERPRISE**

**Inc.**

**BET★**



Chicago Tribune

People

SUCCESS

okayafrica.

**ADWEEK**

**HUFFPOST**

  
REFINERY29

Good Housekeeping

DEADLINE

  
ALJAZEERA  
AMERICA

 REUTERS

THE ROOT

CHICAGO  
SUN-TIMES

**CHICAGO**  
MAGAZINE

**CISION**   
Power your story.

# FEATURED **AWARDS**

## **The Badass 50**

InStyle Magazine, 2022

## **Outstanding Young Alumni Award**

University of Illinois LAS, 2017

## **SuperSoul 100**

Oprah Winfrey Network, 2016

## **Success 25**

Success Magazine, 2022

## **SAWIL Trailblazers Awards Top 30**

SAWIL, 2021

## **The Root 100**

TheRoot.com, 2013, 2014, 2017

## **For(bes): The Culture 50 Champions**

Forbes, 2021

## **Breakthrough Leadership Award**

Council of Urban Professionals, 2017

## **America's 50 Most Influential Women**

Marie Claire Magazine, 2016

## **Muse100 Culture Composer (Ulta Beauty)**

Ulta Beauty, 2021

## **B2C Content Marketer of the Year (#ShareTheMicNow)**

Creative Marketing Institute, 2020

## **Social Influencer Award**

YWCA Chicago, 2017

## **20 in '20 Honoree**

PureWow, 2020

## **Ebony Power 100**

Ebony Magazine, 2017

## **2017 Audie Award for Best Humor Book**

Audio Publishers Association, 2017



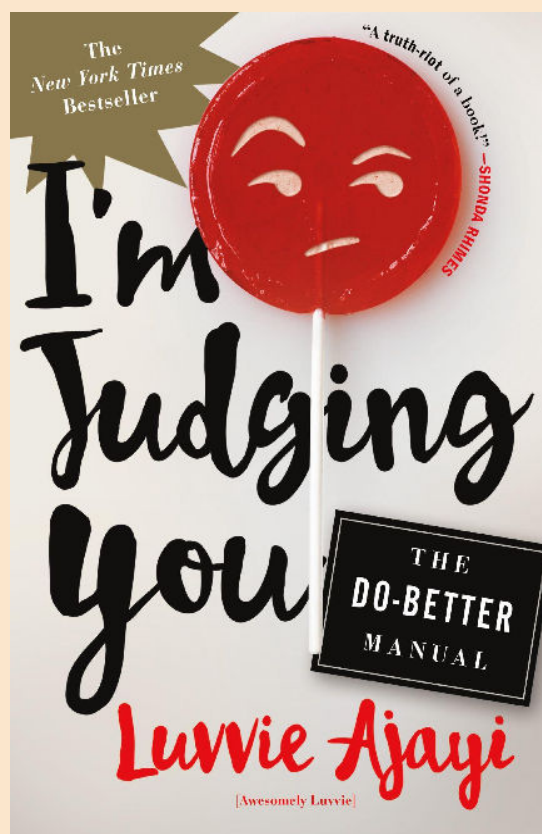
**BEST-SELLER OF BOOKS**



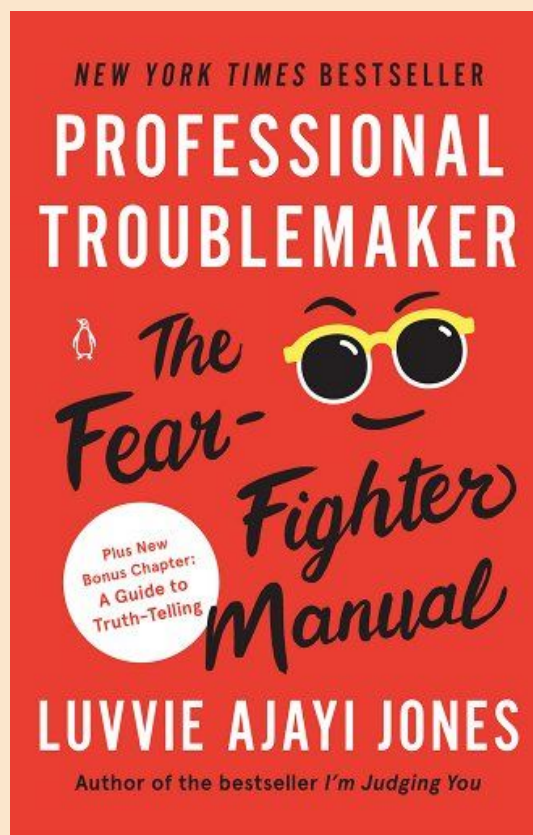
# BESTSELLER OF BOOKS

Luvvie's critically acclaimed books ***Rising Troublemaker: A Fear-Fighter Manual for Teens*** (2022), ***Professional Troublemaker: The Fear-Fighter Manual*** (2021) and ***I'm Judging You: The Do-Better Manual*** (2016) were instant New York Times bestsellers, establishing her as a literary force with a powerful pen. Her latest book (and first children's book) ***Little Troublemaker Makes a Mess*** will be released on May 2, 2023.

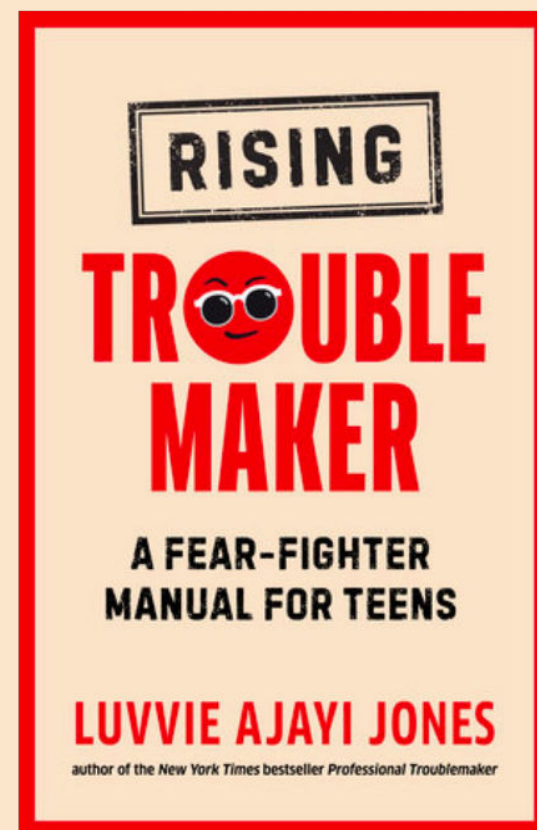
## 3 INSTANT NYT BESTSELLERS!



*September 13, 2016*



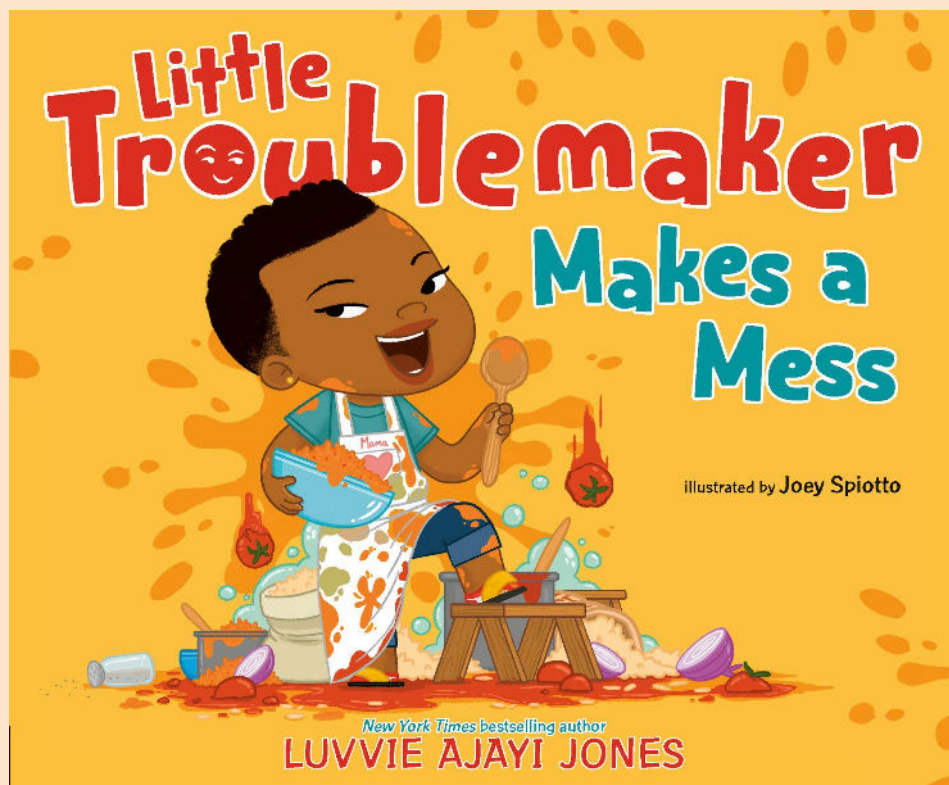
*March 2, 2021*



*May 17, 2022*

# LITTLE TROUBLEMAKER MAKES A MESS

From three-time New York Times bestselling author, award-winning speaker, and multimedia entrepreneur Luvvie Ajayi Jones, comes a debut picture book **LITTLE TROUBLEMAKER MAKES A MESS** (Philomel Books; On Sale 5/2/2023) – a story about what happens when your big heart gets you in big trouble.



***Coming May 2, 2023!***

What happens when a big heart gets you in big trouble? Meet Little Luvvie!

In **Little Troublemaker Makes a Mess**, we meet Little Luvvie, a girl who loves her mom and her sister. She also loves doing kind things for other people. But those kind things don't always have the best results... In this story, Little Luvvie finds out what happens when your big heart causes you to break some big rules—and what to ask yourself before you act. Readers will find the story funny, charming and relatable.

For more info: **[LittleTroublemakerBook.com](http://LittleTroublemakerBook.com)**

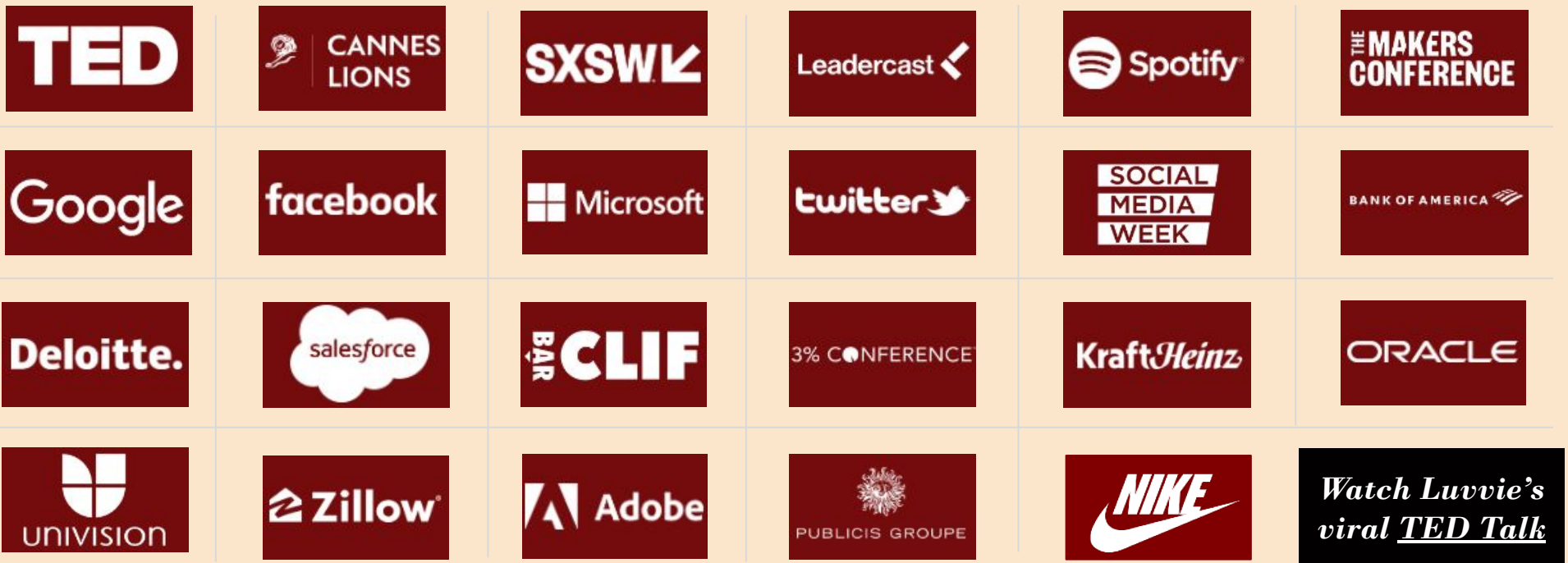
# SLAYER OF STAGES



# SOUGHT-AFTER **SPEAKER**

Luvvie is an internationally recognized speaker whose thought leadership on culture, authenticity, and disruption enables transformative action. Her renowned **TED talk "Get Comfortable with Being Uncomfortable"** has over 8 million views, has been transcribed into 23 languages, and has placed her in the Top 1% of TED Talks of all time. Luvvie is the host of a podcast of the same name as her book, *Professional Troublemaker*.

**Luvvie has spoken at major conferences and companies such as:**



**LUVVIE'S  
SIGNATURE  
TALKS**



**Creating Authentic  
Brand Stories**



**Why Professional  
Troublemakers are Necessary**



**Branding Like a Boss in  
the Digital Age**



**Speaking Truth to  
Power**

# WHY LUVVIE IS **THE SPEAKER YOU NEED**

## INSPIRING

**“She inspired attendees to get comfortable with being uncomfortable and understand that how anyone chooses to face challenges and change is critical. She really inspired everyone to be a domino, at a time that is so important in multiple ways.**

—ALEXANDRA L. (ASSOCIATE MANAGER, AD SALES MARKETING AT UNIVISION COMMUNICATIONS, INC)

## ACTIONABLE

**“2020 has been tumultuous, but Luvvie’s message to be authentic and to exercise the truth muscle was great advice for rising above the noise and being thoughtful about decisions.”**

—STEPHANIE S.(GENERAL MANAGER OF CONTENT MARKETING WORLD/INFORMA)

## HILARIOUS AND ENTERTAINING

**“Luvvie shines a welcoming light on her audience. Her humor and wit draw us in but her substance and originality keep us there, and help us learn.”**

—INDIRA T. (SENIOR MARKETING ASSOCIATE, COMMUNICATIONS & EVENTS AT NAMELY)

## MEMORABLE

**“Luvvie kicked off an internal, full-day event (which convened more than 18,500 of our talents across the US and Canada) with a charge for us each to Speak Truth to Power and Be the Domino. The session was top-rated amongst our talent, and is still referenced even months after our event occurred!**

—RONNIE D. (US CHIEF DIVERSITY OFFICER OF PUBLICIS GROUPE)

## UNIQUE

**“Despite only having spent a few short hours with our team during the debrief and our quick prep call, Luvvie was truly able to deliver a message that was uniquely her own but tied in beautifully to the messages and sentiment we wanted our participants to walk away with.”**

—AMMA O.E. (ONBOARDING AND RECRUITING DIVERSITY LEADER AT PRICEWATERHOUSECOOPERS LLP (PWC)



# SIGNATURE TALKS AND KEYNOTES



## Why Professional Troublemakers are Good for Business: Embracing Disruption and Innovation

In this talk, Luvvie explores the important role that troublemakers and dissent play in driving innovation and progress within organizations.

Often viewed as a nuisance or hindrance to productivity, troublemakers have the unique ability to challenge the status quo and bring fresh perspectives to problem-solving. By embracing their ideas and fostering a culture of curiosity and thoughtful challenging, companies can tap into the fullness of their workforce that leans into bold thinking.



## Creating Authentic Brand Stories That Foster Community

In a world of information overload, the strongest brands with the best stories win.

How do you create content that organically aligns with your organization's mission and values, effectively communicating those stories through various channels?

Attendees will walk away with a deeper understanding of the role of storytelling in building a strong, relatable brand. They will leave with practical tools to help them create authentic brand stories that create not just consumers, but evangelists.



## Speaking Truth to Power for Good

Speaking the truth is one of the biggest forms of courage, and one of the greatest ways to make an impact in our lives. This powerful keynote delves into the importance of using your voice and platform to create change in whatever room you're in.

In this talk, Luvvie explores the ways in which individuals and organizations can use their influence to challenge the status quo and drive progress.

Attendees will leave the keynote with a deeper understanding of the power of their own voice and the impact it can have on shaping the world around them.

# **CORRESPONDENT OF CULTURE**





# AWESOMELY LUVVIE - THE BLOG

Culture. Business. Life. Since August 2006.



[AwesomelyLuvvie.com](http://AwesomelyLuvvie.com) is an award-winning site covering all things culture with razor sharp commentary and wit. Luvvie's writing style is known for its ability to cut through the noise and get to the heart of the matter, with clarity, humor and deep insight.

The 17-year old site features musings on a variety of topics, including current events, technology, politics, and entertainment.

AwesomelyLuvvie.com is a popular destination for those looking for a fresh and entertaining take on the world around them.



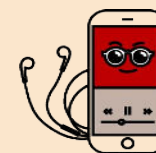
# PROFESSIONAL TROUBLEMAKER PODCAST

A podcast where Luvvie has thought-provoking conversations with industry leaders, trailblazers and leaders who have taken action, done scary things and rocked the boat to an audacious life.

Professional Troublemakers are ordinary people with the extraordinary habit of choosing COURAGE in moments of FEAR.

The podcast has almost 3 million downloads, was chosen as “New & Noteworthy” by Apple Podcasts and has been featured as part of their “Inspiring Women,” “Black History Makers,” and “Listen. Reflect.” collections. The podcast was also a “featured podcast” on Spotify, and NPR’s Michel Martin chose it as a “Must Listen.”

Featured guests have included **Bozoma Saint John, Glennon Doyle, Jenifer Lewis, Gabrielle Union, Taran Burke, Esther Perel, Sue Bird** and more!



TOTAL  
DOWNLOADS:

**3 Million+**



MONTHLY  
LISTENERS:

**100K+**

*For more info visit: [Luvvie.org/podcast](https://Luvvie.org/podcast)*

# THE LUVVLETTER:

## LUVVIE'S WEEKLY NEWSLETTER

**A Luvv note filled with RANTS, REFLECTIONS, and RECOMMENDATIONS.**

The LuvvLetter crew is the first to get behind-the-scenes info, exclusive sneak peeks at upcoming projects and giveaways.

This is a space where Luvvie shares inspiration and things she's learning as she's out showing up as a professional troublemaker and fighting fear in this dumpster fire of a world.

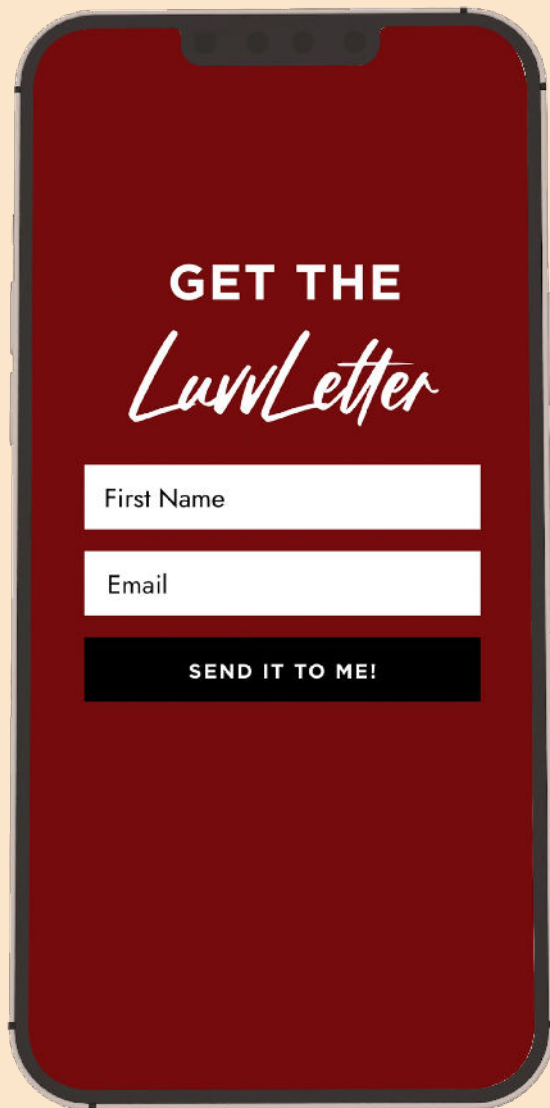
**TOTAL SUBSCRIBERS:**

**77K+**

**AVERAGE OPEN RATE PER EMAIL:**

**20 - 40%**

*\* notably above industry standards*



***For more info visit: [LUVVLETTER.COM](https://LUVVLETTER.COM)***

# IMPERIAL OF IMPACT



# BLACK BUSINESS LUVV

Created in August 2021, **#BlackBizLuvv** set out to fund and amplify Black businesses, which are often under-appreciated, under-mentored and underfunded.

The campaign highlighted 35 companies, across multiple product categories (skincare, fashion, tech, jewelry, home décor, candles and more). In just a month, #BlackBizLuvv infused over \$500,000 into their revenues through organic amplification.

Historically, Black businesses have faced systemic barriers and hurdles that prevent them from being established and growing at the same rate as their counterparts. When we intentionally support small, Black businesses, it's a form of economic justice.

**DOLLARS INFUSED INTO BLACK BUSINESSES IN ONE MONTH: \$540,000+**

*Black Business Luvv*

**BLACK BUSINESS MONTH 2021**

*with* LUVVIE AJAYI JONES



# #SHARETHEMICNOW CAMPAIGN

On June 10, 2020, 54 Black women took over the Instagram feeds of 54 white women with large platforms. That day, the 300 million people who followed those white women listened to Black women. The day of action has now garnered over **20 billion impressions**.

Founded by **Bozoma Saint John**, **Luvvie Ajayi Jones** and **Glennon Doyle**, **#SharetheMicNow** became a movement.

The intention of this campaign was to magnify Black women and other marginalized voices. When the world listens to women, it listens to white women. For far too long, Black women's voices have gone unheard, even though they've been using their voices loudly for centuries to enact change. Today, more than ever, it is NECESSARY that we create a unifying action to center Black women's lives, stories, and calls to action. Through the campaign, the founders aimed Black voices working toward change in America's racist systems and reaching an audience they previously hadn't.



**ONLINE IMPRESSIONS:**

**20 Billion**

# PRODUCER OF PARTNERSHIPS



# FEATURED PAST PARTNERSHIPS

CHASE 

 Meta

NETFLIX

Google

*Saks Fifth Avenue*

 AT&T

*NIKE*

the OFFICE OF  
ANGELA SCOTT

*Coca-Cola*

HBO

comcast  
xfinity



 airbnb

  
FOUR SEASONS

Room&Board  
HOME FURNISHINGS

  
TOYOTA

nielsen



  
SOREL

  
HISTORY



# PARTNERING WITH LUVVIE

Luvvie's audience trusts her implicitly, and her recommendations of what to do, click, read, or buy—which **often results in sold out products, sold out events, company engagement, and increased brand recognition**. She only collaborates with companies and products she deeply believes in, which gives her endorsements and partnerships extra weight.

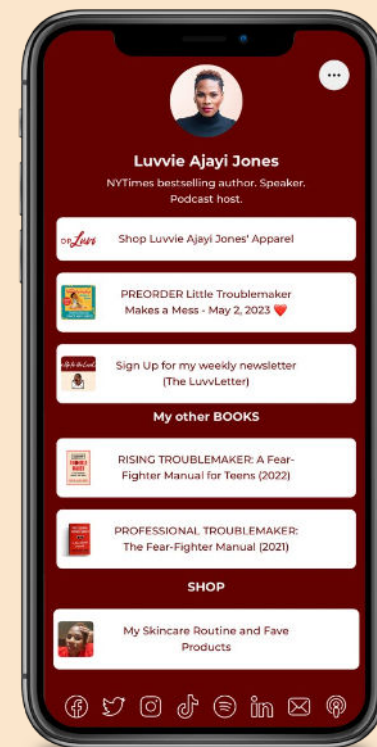
Over the last 15 years, Luvvie has done innovative campaigns with some of the leading brands across verticals such as **style, TV/film, technology, finance and business**.

**Partnerships with Luvvie are broadcasted to her audience of over 1.2 million**, using social media marketing and promotion to turn her audience into lifelong members of the brands she collaborates with.

## Potential Activations:

- ❑ **Newsletter Recommendation**
- ❑ **Social Media Content \***
- ❑ **Blog Post**
- ❑ **Guidebook Inclusion**
- ❑ **Website Banner Addition**
- ❑ **Profile Link Placement**

*\*sponsored/paid ad; organically as an official affiliate with purchase link; or as a post collaborator*



# PARTNER CASE STUDY: ROOM & BOARD

In 2021, Luvvie partnered with **Room & Board** to transform and elevate her home office space. It went so well that they repeated the partnership in 2022 to redesign her living room.

## 2021 Campaign Execution:

Instagram was the **LEAD** channel

- 1 Carousel Slide (with 10 images)
- 1 Reel (office video tour)
- 11 Story Frames

Reach: **220,000**

Additional Promotion + Platforms:

- [Facebook](#)
- [Twitter](#)
- [Website/Blog Post](#)

Reach: **190,000**

» **Total Reach:**  
**400,000+ IMPRESSIONS**



See the full process: [AwesomelyLuvvie.com](https://www.awesomelyluvvie.com)

# PARTNER CASE STUDY: ROOM & BOARD

Room & Board furniture was showcased in Luvvie's renovated office elevating the space and showing the innovation of the Room & Board brand.

The **Room & Board** collab took Luvvie's office from cluttered, messy and lacking storage, to highly functional and inspirational. Her community followed the journey from ideation to completion and it led to phenomenal engagement!



See the full process: [AwesomelyLuvvie.com](https://www.AwesomelyLuvvie.com)



# LET'S **CONNECT** AND **WORK** TOGETHER!

As a **speaker, a brand ambassador and a trusted voice**, Luvvie brings her **15+ years** and experience in Marketing, Communications and Culture writing to create work that rises above the noise.



 **Inquiries:** [info@aweluv.com](mailto:info@aweluv.com)

## CONNECT WITH LUVVIE FOR:

- Keynotes, fireside chats, and other mainstage engagements
- Ambassadorships and strategic brand partnerships and storytelling
- Culture, film, TV and current events commentary



*For more on Luvvie's work, experience and projects, VISIT [LUVVIE.ORG](https://luvvie.org)*