

AUTHOR | SPEAKER | CEO
PROFESSIONAL TROUBLEMAKER

Luvvie
AJAYI JONES



2023 Media Kit

LUVVIE AJAYI JONES AND AWE LUV MEDIA



WHO IS **LUVVIE AJAYI JONES**?

- **Bestseller** 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 four-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*** was released on May 2, 2023.

A 20-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.

With a passion and proven track record of creating and launching successful books, Luvvie founded ***The Book Academy*** (TBA), as a platform to help others do the same. TBA is a comprehensive course and coaching suite designed to guide students from the initial idea to the final reality of a published book. As a 4-time *NYT* bestselling author, Luvvie wants to see more marginalized voices and stories on bookshelves and in bookstores everywhere.

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 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 October 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



338K
FB FOLLOWERS



505K
IG FOLLOWERS



251K
TWITTER FOLLOWERS



45K+
LINKEDIN FOLLOWERS



75K+
LUVVLETTER SUBSCRIBERS



34K+
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



Good Housekeeping



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

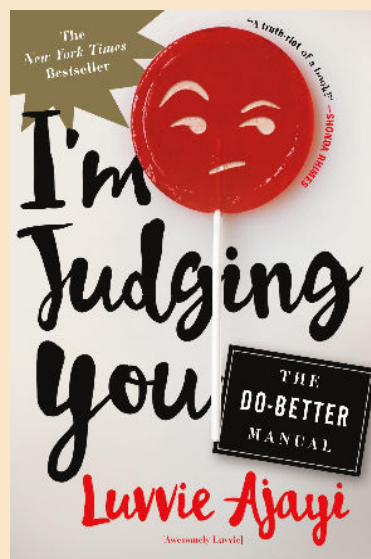
Audio Publishers Association, 2017

BESTSELLER OF BOOKS

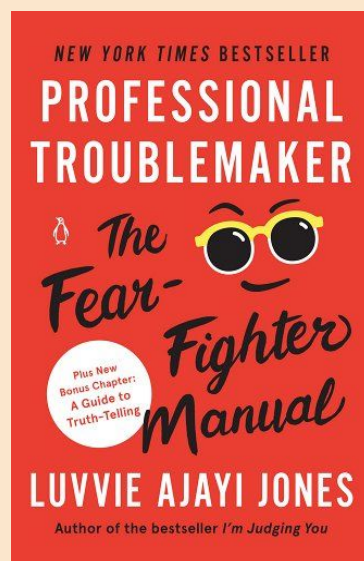


BESTSELLER OF BOOKS

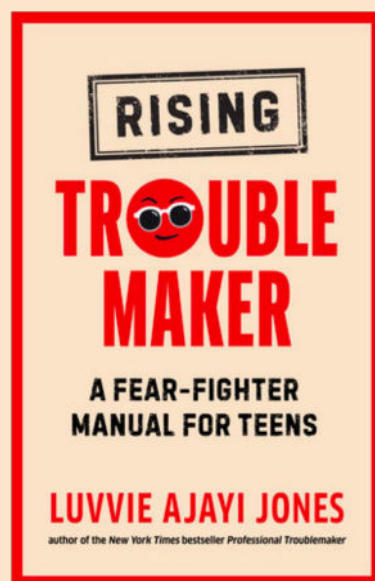
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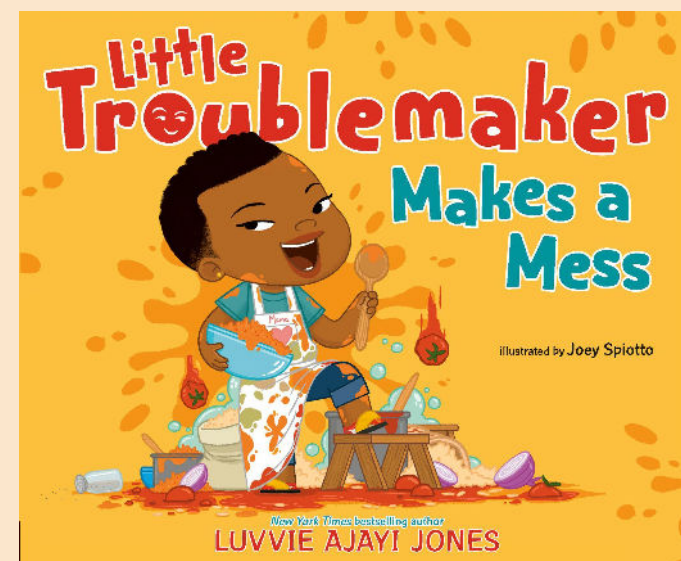
2016



2021



2022

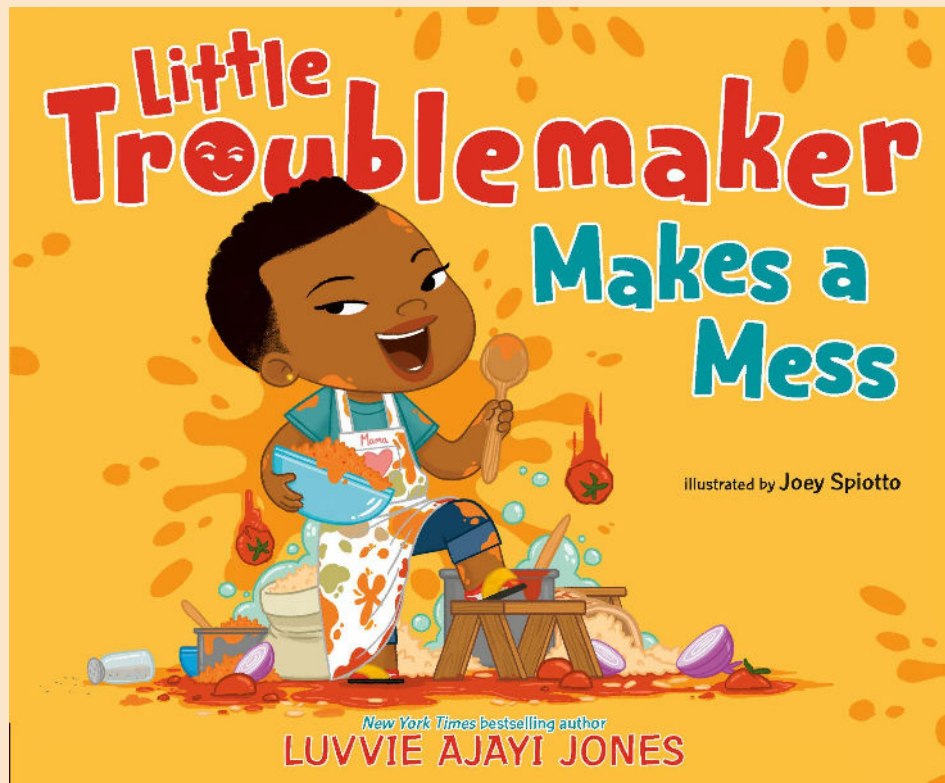


2023

4 INSTANT *NYT* BESTSELLERS!

LITTLE TROUBLEMAKER MAKES A MESS

From four-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; Published 5/2/2023) – a story about what happens when your big heart gets you in big trouble.



Published 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

COACH OF PENNING AND PUBLISHING

With a passion and proven track record of creating and launching successful books, Luvvie founded [The Book Academy](#) ([TBA](#)), as a platform to help others do the same.



[The Book Academy](#) is a comprehensive course and coaching suite designed to guide aspiring authors in getting initial ideas into published books. As a 4-time *NYT* bestselling author, Luvvie wants to clear the path for others to enable their purpose through writing and see more marginalized voices and stories in bookstores.



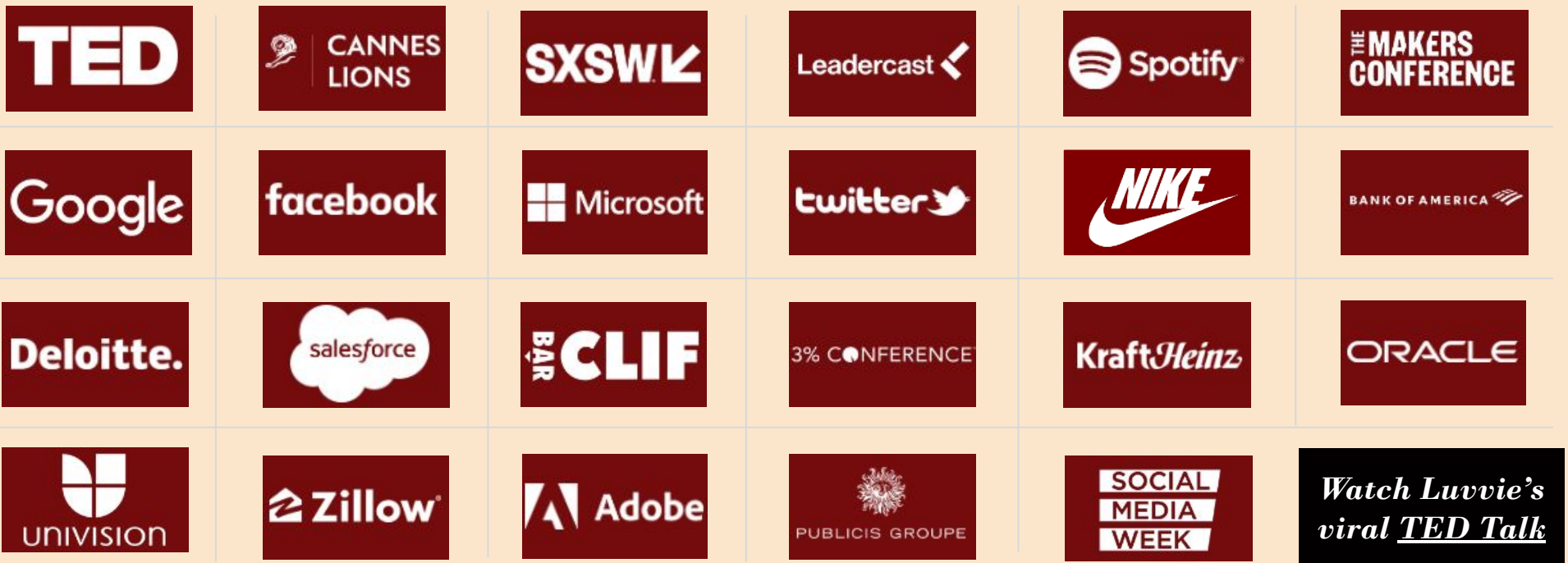
SLAYER OF STAGES



SOUGHT-AFTER **SPEAKER**

Luvvie is a sought-after speaker with over a decade of experience presenting on **entrepreneurship , branding, social media and content, digital marketing, online advocacy, and more.** As the blueprint for Fear-Fighting and Professional Troublemaking, founder of her own media company, and host of the ***Professional Troublemaker Podcast***, she is often tapped to speak on facing fears, truth-telling, being uncomfortable, and making good trouble.

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

“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)

MEMORABLE

“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



AWE LUV ENTITIES

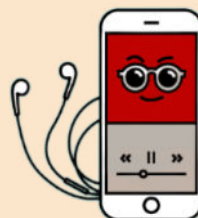
As a veteran marketer, digital strategist and entrepreneur, Luvvie reaches her audience beyond social media, and with her owned entities.



AWESOMELY LUVVIE The Blog

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.

7 Million+
PAGE VIEWS



PROFESSIONAL TROUBLEMAKER The Podcast

A space where Luvvie is in conversations with industry leaders and trailblazers. Having over 3 million downloads, it 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.

3 Million
TOTAL DOWNLOADS



THE LUVVLETTER The Weekly Newsletter

Luvvie's weekly note to her audience, filled with rants, reflections, and **recommendations** for them to think through and most importantly, take action on. Goes out Thursday afternoons to over 80,000 subscribers, **with an open rate that is double the industry standard.**

76,000
SUBSCRIBERS

BUILDER OF BRANDS AND CAMPAIGNS

As a veteran marketer, digital strategist and entrepreneur, Luvvie is adept at creating campaigns that make impact and rise above the noise.

In 2020, Luvvie was co-creator of **#SharetheMicNow**, a campaign that magnified the voices of brilliant Black women through the telling of their stories from the Instagram accounts of prominent white women. The campaign got **over 20 billion impressions** and won the Content Marketing Institute's 2020 B2C Marketer of the Year award.



Luvvie is creator of **Black Business Luvv** (**#BlackBizLuvv**), an initiative that funded and amplify Black businesses across multiple product categories (skincare, fashion, tech, jewelry, home décor, candles and more). It continues to be a banner campaign that generates revenue for up and coming companies.

DOLLARS INFUSED INTO BLACK BUSINESSES IN ONE MONTH:

\$540,000+



AWESOMELY LUVVIE - THE BLOG

Culture. Business. Life. Since August 2006.



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.



THE POWER GUILD

MASTERMIND GROUP



— THE —
POWER GUILD

Luvvie's mastermind group which was founded in January of 2022. The Power Guild mastermind with a cohort of 17 prominent Black women business and thought leaders who are pursuing purpose-driven lives and careers. Through a carefully curated community and curriculum, The Guild provides tangible resources and relationships to help successful sisters build and maintain a new level in business and legacy building (without burnout).



PROFESSIONAL TROUBLEMAKER

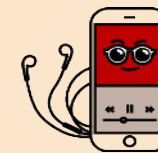
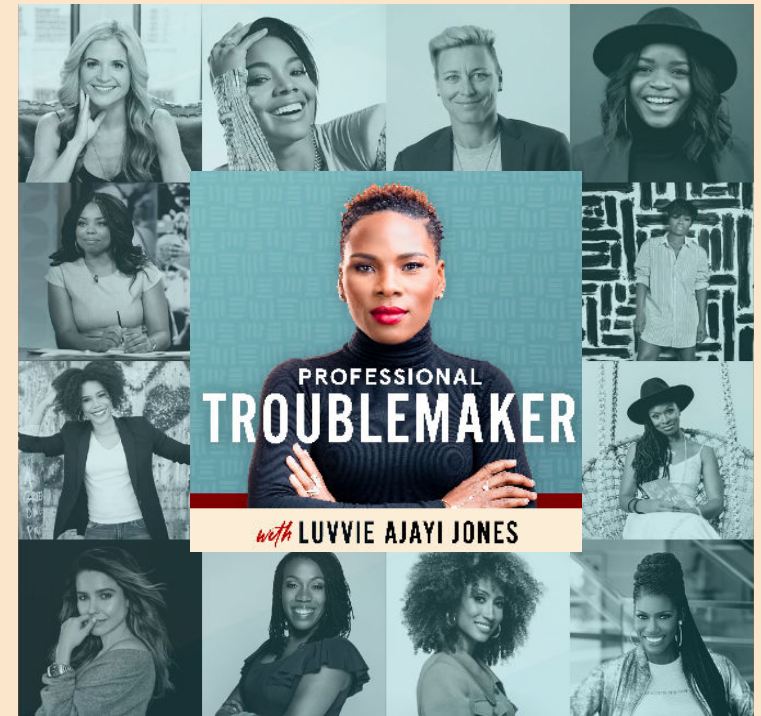
PODCAST

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

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.

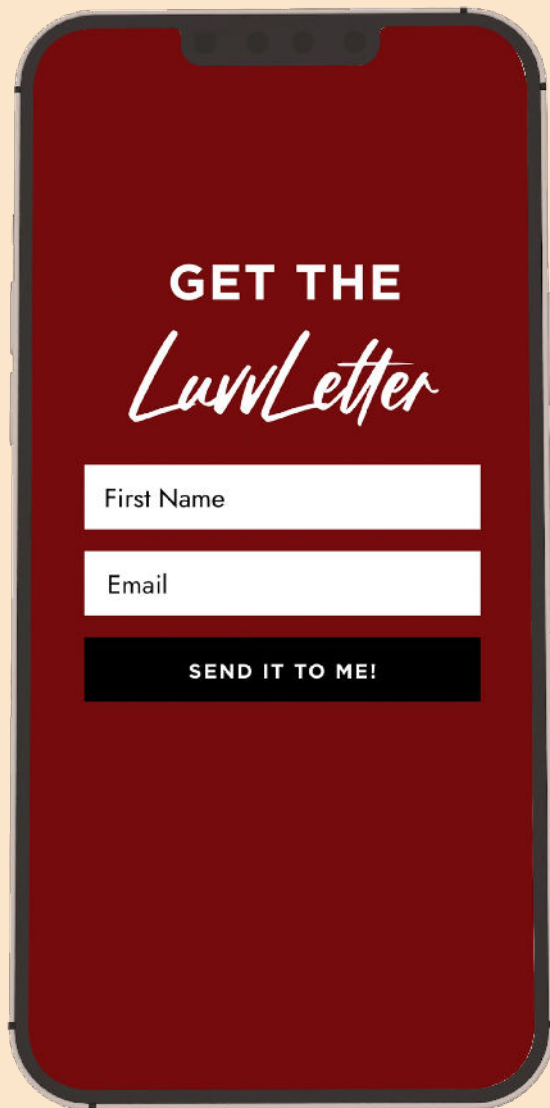
TOTAL SUBSCRIBERS:

76K+

AVERAGE OPEN RATE PER EMAIL:

40+%

** notably above industry standards*



For more info visit: 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

PARTNER 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 selectively 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 various verticals such as **style, TV/film, technology, finance and business**.

Partnerships with Luvvie are broadcasted to her audience of over 1.2 million, using her platforms to turn her audience into lifelong consumers of the brands she collaborates with.



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

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