PROFESSIONAL TROUBLEMAKER

AUTHOR | SPEAKER | BOOK COACH

Luvvie Ajayi Jones x Awe Luv
Luvvie Ajayi Jones is a four-time *New York Times* bestselling author, speaker and book coach, who thrives at the intersection of culture, business, and leadership.

She has written 4 critically acclaimed bestselling books (including her banner book *Professional Troublemaker: The Fear-Fighter Manual*), establishing her as a literary force with a powerful pen. A 20-year blogging veteran, Luvvie writes on [AwesomelyLuvvie.com](http://AwesomelyLuvvie.com), covering all things culture with a critical yet humorous lens. A prolific writer, she’s also contributed to 5 published anthologies.

Driven by her passion for amplifying marginalized voices, Luvvie founded The Book Academy (TBA), a transformative platform dedicated to guiding aspiring and established authors through every stage of book creation and launch. With TBA, she champions ensuring diverse narratives grace bookshelves worldwide.

As an internationally sought-after speaker, Luvvie’s thought leadership on culture, authenticity, and disruption sparks actionable change. Her TED talk, “*Get Comfortable with Being Uncomfortable*” has over 9 million views and has been translated into 23 languages, placing her in the Top 1% of TED Talks of all time.

Luvvie is an adept and experienced marketer and brand strategist, earning numerous awards, including the Luminary Award by Black Enterprise, Success Magazine’s “Success 25” and “B2C Content Marketer of the Year” by the Content Marketing Institute.

Recognized by esteemed publications such as *Fortune, Forbes, Inc., and Fast Company*, Luvvie’s influence resonates widely. The University of Illinois alum is a proud Chicagoan, Nigerian and lover of jollof rice.

*Her love language is shoes. Her superpower is her side-eye.*
Luvvie has a highly-engaged audience that is educated, thoughtful and socially conscious — AND they love all things culture, business and growth.

**SOCIAL MEDIA REACH**

As of Feb 2024

Luvvie’s audience is highly engaged and interested in culture, business and growth.

**Audience by Platform**

- **Facebook**: 338K
- **Instagram**: 495K
- **Twitter**: 251K
- **LinkedIn**: 51K+
- **Email**: 76K+
- **TikTok**: 34K+

**Total Reach**: 1.2M+

**Audience Demographics**

- **Women**: 85%
- **Men**: 15%
- **Age**: 22-44

Luvvie is verified across all her social channels.
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<tr>
<th>The New York Times</th>
<th>Forbes</th>
<th>ESSENCE</th>
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<td>Luminary Award</td>
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<td>The Badass 50</td>
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<td>America’s 50 Most Influential Women</td>
<td>Marie Claire Magazine, 2016</td>
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<td>2017 Audie Award for Best Humor Book</td>
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BESTSELLING BOOKS

Luvvie has written 4 critically acclaimed, instant New York Times bestselling books, with her debut in 2016. Her latest book is the beginning of a children’s book series (LITTLE TROUBLEMAKER MAKES A MESS) and has been in used in classrooms across 30 states.

Learn more about her books at Luvvie.org/Books
BOOK COACH AND STRATEGIST

With a passion and proven track record of writing and launching successful and impactful books, Luvvie founded The Book Academy, as a platform to help others do the same. From IDEA to INK to IMPACT.

The Book Academy (TBA) is a transformative coaching platform and suite of products dedicated to helping aspiring authors bring their unique stories to life while helping established authors grow the reach of their books.

As a 4-time NYT bestselling author and 20-year marketing veteran, Luvvie wants to clear the path for others to enable their purpose through writing and see more marginalized voices and stories in bookstores.

Whether through the evergreen course, personalized coaching session or comprehensive guides, products, and expert coaching, TBA equips writers with the tools and knowledge needed to navigate the intricate landscape of publishing and storytelling. It is a beacon of support and guidance for those determined to share their stories with the world.

Since launching in June 2023, TBA has enabled over 400 people to begin their publishing journey, with clarity, intention and a clear path to their desired outcome.
Luvvie Ajayi Jones is a sought-after keynote speaker who has taken stages all over the world to cover all things Leadership, Authenticity and Disruption. Her wildly popular TED talk, “Get Comfortable with Being Uncomfortable” has over 9 million views, putting her in the top 1% of speakers to grace their stage.

Luvvie has spoken at some of the world’s most innovative conferences and companies, such as:

Learn more about her speaking engagements at Luvvie.org/speaking
**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.
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)
BRAND AND CAMPAIGN BUILDER

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

#SHARETHEMICNOW

In 2020, Luvvie collaborated with Bozoma Saint John, Glennon Doyle and Stacy Bendet as co-creator of #SharetheMicNow, a viral campaign that magnified the voices of brilliant Black women through the telling of their stories and lessons 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.

#BLACKBUSINESSLUVV

Luvvie is the creator of the Black Business Luvv (#BlackBizLuvv), a project to fund and amplify Black businesses across multiple product categories (skincare, fashion, tech, jewelry, home décor, candles and more). Created in August 2021, it continues to be a banner campaign that generates revenue for up and coming companies.

DOLLARS INFUSED INTO BLACK BUSINESSES IN FIRST MONTH: $540,000
ABOUT AWE LUV MEDIA

Awe Luv is a multimedia company that creates work and content to enable people to take disruptive action, feel joy and think critically in order to leave this world better than they found it.

Led by Luvvie Ajayi Jones, it has reached over 1.2 million people across its owned platforms and social spaces.

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<thead>
<tr>
<th>AWESOMELY LUVVIE</th>
<th>PROFESSIONAL TROUBLEMAKER</th>
<th>THE LUVVLETTER</th>
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<tr>
<td>The Blog</td>
<td>The Podcast</td>
<td>The Weekly Newsletter</td>
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<td>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.</td>
<td>A space where Luvvie is in conversations with industry leaders and trailblazers. Having over 3 million downloads, it was chosen as “New &amp; Noteworthy” by Apple Podcasts and has been featured as part of their “Inspiring Women,” “Black History Makers,” and “Listen. Reflect.” collections.</td>
<td>Luvvie’s weekly note to her audience, on all things culture, leadership, business and growth. It goes out to over 76,000 subscribers, with an open rate that is double the industry standard.</td>
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7 Million+ PAGE VIEWS

3.5 Million TOTAL Downloads

76,000 SUBSCRIBERS
AwesomelyLuvvie.com is an award-winning ("Best Humor Blog", Black Weblog Awards) digital haven covering all things culture with razor sharp commentary and wit. At the helm is Luvvie, whose writing style transcends boundaries to deliver profound insights with unparalleled clarity, humor, and depth.

For nearly two decades, AwesomelyLuvvie.com has served as a space of truth, offering fearless musings on a spectrum of topics ranging from current events and technology to politics and entertainment.

7 Million+ PAGE VIEWS
Creating a life that is authentic, bold, and purposeful takes audacity. It takes disruption. That is what it means to be a Professional Troublemaker. In this podcast, Luvvie deep dives into topics on the pursuit of a courage-driven life.

She is joined for thought-provoking conversations by industry leaders, trailblazers who have taken action, done scary things and rocked the boat to an audacious life.

Since launching February 2018, 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, Thasunda Brown Duckett, Tarana Burke, Esther Perel, Sue Bird and more!

For more info visit: Luvvie.org/podcast
The LuvvLetter is Luvvie’s weekly dispatch on the dynamic intersection of culture, leadership, business, and personal growth—a relentless journey towards self-improvement.

Landing in inboxes every Thursday, the LuvvLetter helps readers uncover a treasure trove of timeless rants, poignant reflections, and invaluable recommendations. More than just a newsletter, it serves as a multifaceted tool—a mirror reflecting truths, a beacon illuminating paths to growth, a journal chronicling life’s complexities, and a business guide offering strategic insights.

**TOTAL SUBSCRIBERS:**

76K+

**AVERAGE OPEN RATE PER EMAIL:**

41%

* notably above industry standards

LUVVLETTER.COM
The Power Guild is an elite collective of dynamic Black women who are not just shaping industries but making cultural impact. We are visionary business mavens, influential thought leaders, and accomplished C-Suite executives converging with a shared commitment to purpose-driven success and lives.

We don't just facilitate connections; we foster profound relationships that ignite growth and transformation. Through curated resources and strategic curriculum, we empower our members to not only excel in their businesses but to leave an indelible legacy.

PARTNER WITH LUVVIE

Luvvie commands unwavering trust and influence as a respected thought leader and trendsetter. Her recommendations carry significant weight, driving demand for featured products, events, and brands, often resulting in rapid sell-outs and heightened engagement. She selectively collaborates with companies and products she deeply believes in, which gives her endorsements and partnerships extra weight.

Selectively aligning herself with brands and products she passionately believes in, Luvvie’s endorsements and partnerships are presented with authenticity and resonance. Over the past 15 years, she has been a part of groundbreaking campaigns with industry-leading brands spanning diverse sectors such as style, entertainment, technology, finance, and business.

With a captivated audience exceeding 1.2 million, Luvvie leverages her platforms to amplify the impact of her partnerships, seamlessly integrating brands into her narrative and fostering lasting consumer loyalty. Collaborating with Luvvie isn’t just about exposure—it’s about forging enduring connections with an audience primed to become lifelong advocates for the brands she champions.
FEATURED PAST PARTNERSHIPS

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<td>Saks Fifth Avenue</td>
<td>AT&amp;T</td>
<td>Nike</td>
<td>The Office of Angela Scott</td>
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<td>Coca-Cola</td>
<td>HBO</td>
<td>Comcast Xfinity</td>
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<td>Airbnb</td>
<td>Four Seasons</td>
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<td>Nielsen</td>
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As a bestselling author, speaker, multimedia host and strategist, Luvvie brings her 16+ years and experience in Marketing, Communications and Culture writing to create work that rises above the noise.

You can find her on all platforms as @Luvvie

General inquiries: info@aweluv.com
Speaking inquiries: speaking@aweluv.com

For more on Luvvie’s work, experience and projects, visit LUVVIE.ORG