

AUTHOR | SPEAKER | BOOK COACH
PROFESSIONAL TROUBLEMAKER

Luvvie
AJAYI JONES

x

Awe
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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 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](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.

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.

SOCIAL MEDIA REACH

As of Feb 2024

Luvvie has a highly-engaged audience that is educated, thoughtful and socially conscious — AND they love all things culture, business and growth.

Audience by Platform



338K



495K



251K



51K+



76K+



34K+

➔ **TOTAL REACH = 1.2M+**

Audience Demographics

85%

WOMEN

22-44

AGES

15%

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

FASTCOMPANY


ALJAZEERA
AMERICA

 REUTERS

THE **ROOT**

CHICAGO
SUN-TIMES

CHICAGO
MAGAZINE

CISION 
Power your story.

FEATURED **AWARDS**

Luminary Award

Black Enterprise, 2023

B2C Content Marketer of the Year

Content Marketing Institute, 2020

Breakthrough Leadership Award

Council of Urban Professionals, 2017

The Badass 50

InStyle Magazine, 2022

OkayAfrica's 100 Women

OkayAfrica, 2017

The Root 100

TheRoot.com, 2013, 2014, 2017

Success 25

Success Magazine, 2022

Outstanding Young Alumni Award

University of Illinois LAS, 2017

Rockstar Award

ADCOLOR, 2016

For(bes): The Culture 50 Champions

Forbes, 2021

Ebony Power 100

Ebony Magazine, 2017

America's 50 Most Influential Women

Marie Claire Magazine, 2016

Muse100 Culture Composer

Ulta Beauty, 2021

2017 Audie Award for Best Humor Book

Audio Publishers Association, 2017

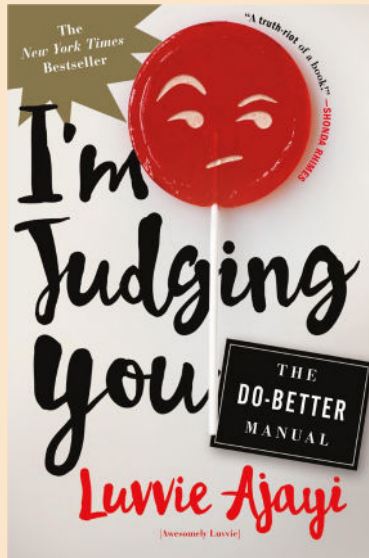
SuperSoul 100

Oprah Winfrey Network, 2016

BESTSELLING BOOKS

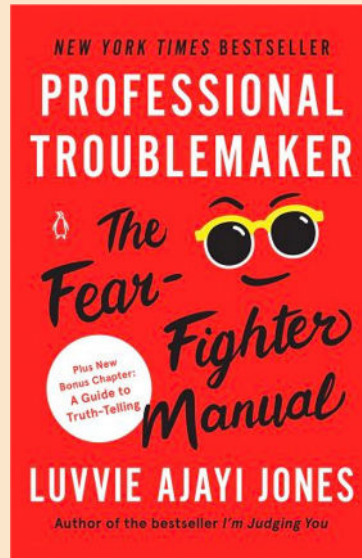
Luvvie has written 4 critically acclaimed, instant New York Times bestselling books, with her debut in 2016. Her latest book is the beginning of a children's book series (*LITTLE TROUBLEMAKER MAKES A MESS*) and has been in used in classrooms across 30 states.

I'M JUDGING YOU: The Do-Better Manual



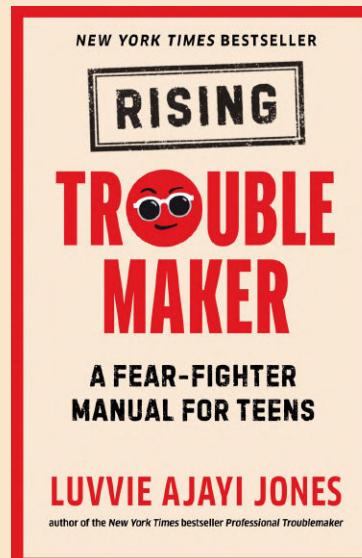
2016

PROFESSIONAL TROUBLEMAKER: The Fear-Fighter Manual



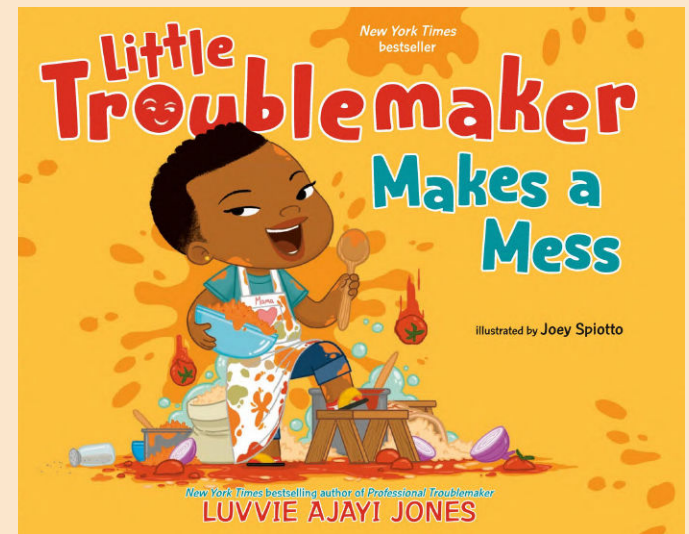
2021

RISING TROUBLEMAKER: A Fear-Fighter Manual for Teens



2022

LITTLE TROUBLEMAKER Makes a Mess



2023

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.



SOUGHT-AFTER **SPEAKER**

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](https://luvvie.org/speaking)

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.

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.

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.

3.5 Million
TOTAL DOWNLOADS

THE LUVVLETTER

The Weekly Newsletter

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.*

76,000
SUBSCRIBERS

AWESOMELY LUVVIE - THE BLOG

Culture. Candor. Commentary. Since August 2006.



[AwesomelyLuvvie.com](https://www.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



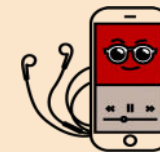
PROFESSIONAL TROUBLEMAKER PODCAST

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!



TOTAL
DOWNLOADS:

3.5 Million+



MONTHLY
LISTENERS:

100K+

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

THE LUVVLETTER



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

REFLECTION

Be unapologetic about your greatness.

The world has told us that we need to be humble, because somehow it's supposed to make us better. But they use "humble" to mean we should shrink ourselves, doubt ourselves and question everything about us that is amazing. That we should spend our lives trying to be modest, and somehow, that humility has been turned into perpetual self-deprecation. And if that's the case, **humility can go to hell. Let folks have it!!!**

**Humility
can go to
hell.**

Let folks HAVE it!

- @LUVVIE

LUVVLETTER.COM

THE POWER GUILD



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 maven, 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.

Members: **Alencia Johnson, Brittany Packnett Cunningham, Cassidy Blackwell, Claire Bear, Eunike Jones Gibson, Felicia Leatherwood, Jessica Nabongo, Jotaka Eaddy, Jovian Zayne Peters, Kailei Carr, Kellee Edwards, Kim Blackwell, LaToia Jones, Luvvie Ajayi Jones, Naima Cochrane, Stephanie Young, Tiffany R. Warren, Watchen Nyanue Hampton**



The Power Guild



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**

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
.....

 Bounty


SOREL


HISTORY

CONTACT TEAM AWE LUV!

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**](http://LUVVIE.ORG)

