

EMILY LEY

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About Emily Ley

Like all women, Emily Ley has a lot on her plate. She is a devoted wife and present mother to three small children, she is the creator of the top-selling Simplified Planner®, founder of a hugely successful brand of simple day planners, baby books and home-office accessories sold worldwide, Gerber and Shipt spokesperson, and now an author. And despite her beautiful products and seemingly Pinterest-perfect life, Emily isn't afraid to admit that her life is crazy and messy. And that's OKAY.

Emily Ley Paper & Gifts began as a dream. Not long ago, Emily was a corporate career woman who decided to follow her entrepreneurial and design dreams. While working two full-time jobs, she spent late nights Googling and teaching herself to be a designer. After hours of studying and practice, she began a customizable stationery company with each monogram selling for five dollars on Etsy. Nearly a decade later, that company is a debt-free, growing, major brand. Through her huge success, Emily remains dedicated to the mission her business was founded upon – to help women embrace simplicity, chase and celebrate joy, and extend grace to themselves.

Emily's highly anticipated first book, *Grace, Not Perfection* began just as Emily's thriving business did – with a dream. As a proud book worm and English major in college, she always desired to put pen to paper to write a book, but thought it was a “victory meant for other people,” and something she “dared not dream.” On October 11, just like her thriving business, that dream will become a reality.

Inspired by Emily's own life transformation, *Grace, Not Perfection* is the wake-up-call for all women who feel rundown, overscheduled and overwhelmed. Like so many, Emily hit the breaking point – she was striving for perfection with no spare time, conducting conference calls while cradling a child and nearing burnout because her life was in overdrive. She was left exhausted and drained with no energy left to take care of herself or others. After a health scare resulting from the stress and overwhelm she was trying to manage nearly landed her in the hospital, Emily decided enough was enough. It was time to simplify all areas of her life so that she could focus on the people and things that matter most. Now she is leading the revolution to help all women do the same.

Fans of Emily's signature products, and followers of her humorous and honest social media posts, will relish her practical advice and techniques on how to simplify, unsubscribe, “uncommit,” slow down, make white space in their calendars, and extend grace to others *and* themselves.

Emily lives in Tampa with her husband and three children. For more information, please visit www.EmilyLey.com.