

# Jordan Lee Dooley

f/SoulScripts

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Jordan Lee Dooley loves and lives with a buoyant effervescence and down-home sincerity seldom seen. The in-demand speaker, blogger, The SHE Podcast host, entrepreneur, and author leads conversations and conferences, both online and in-person, all focused on delivering encouragement, community, and advice to women striving to live with honesty, passion, grace, and overarching purpose. Determined to equip individuals with practical tools, Jordan has created numerous resources to fuel the areas of life she feels most passionate about, including self-care and wellness, business and entrepreneurship, and faith. She presents the highly anticipated *Purpose Driven Life* for the next generation. **OWN YOUR EVERYDAY: OVERCOME THE PRESSURE TO PROVE AND SHOW UP FOR WHAT YOU WERE MADE TO DO** hits shelves in May 2019. Jordan lives with her husband Matt and their dog Hoosier in Indianapolis, Indiana. For more information, please visit [JordanLeeDooley.com](http://JordanLeeDooley.com).

## Why Jordan Lee Dooley?



- Jordan fills any room with easy charm and obvious zest for life that is downright contagious. Then, she uses that natural magnetism to serve and lift up others. Determined to spearhead real conversations about business, dating, marriage, friendship, finding and living out one's unique purpose, faith, self-care and more, Jordan is a charismatic force working to empower women everywhere.
- Almost half a million Twitter, Facebook, and Instagram followers turn to Jordan daily for inspirational content. Hundreds of thousands are also devoted readers of her blog: [JordanLeeDooley.com](http://JordanLeeDooley.com).
- The SHE Podcast is a personal development podcast for the everyday woman that offers conversational discussions, practical advice, and tangible tools on the issues that real women face every day. Launched in October 2018, The SHE Podcast debuted at #2 overall on iTunes charts and #1 in Self-help and Health and had more than 200,000 downloads in the first two weeks.. A new 15- to 45-minute episode is posted each week, covering topics including maintaining healthy lifestyles without becoming obsessed, overcoming imposter syndrome, cultivating strong relationships, navigating engagement and marriage, tips for young female entrepreneurs, and more.
- Launched by Jordan while she was still in college, the SoulScripts shop has expanded its scope: it's now a widely recognized brand, which includes the Your Brokenness is Welcome Here movement. This movement is an anthem for change in a culture plagued by division, hatred, judgment, and more. It is made up of a line of products that serve as tangible tools to actively choose community and compassion over judgement, comparison, and competition, which is also heavily emphasized in her upcoming book, *OWN YOUR EVERYDAY*.
- In 2018, she also launched the SHE Refined Project, a 12-month online workshop created to allow registrants to seek and give support, be equipped with practical tools, and find answers to life's biggest questions. Complete with resources for physical, emotional, and spiritual health, this project covers twelve key focus areas that women most commonly get stuck (body image, singleness, friendships, and more). It has an active community of nearly 5,000 girls and women learning and growing together each day. Emphasizing that now is always the time to begin personal growth, the initiative sends the resounding message: "Your brokenness is welcome here," but takes it a step further by encouraging and equipping participants so that they don't stay stuck in the struggle.

# About the Book

*Own Your Everyday: Overcome the Pressure to Prove and Show Up for What You Were Made to Do*

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In her anticipated new book *OWN YOUR EVERYDAY: OVERCOME THE PRESSURE TO PROVE AND SHOW UP FOR WHAT YOU WERE MADE TO DO*, out in May 2019, in-demand speaker, blogger, She podcast host, creator of the Your Brokenness is Welcome Here movement, and author Jordan Lee Dooley encourages readers to stop waiting and start pursuing true purpose, regardless of their circumstances, shortcomings or struggles. Empowering and urgent, *OWN YOUR EVERYDAY* reveals that while most of us approach purpose as a personal quest, a huge part of our why is already with each and every one of us, anchoring all that we do, just waiting to be embraced. Written with clarity and warmth, *OWN YOUR EVERYDAY* asks provocative questions as it serves as a tool to regain perspective and get back on track that readers will turn to again and again. What do you get when you combine insecurities with unmet expectations, less than desirable circumstances, and the pressure to prove? You get a woman out of step with her purpose.



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## Why Own Your Everyday?



- *OWN YOUR EVERYDAY* emphasizes the power of small steps, encouraging readers to quit delaying self-improvement and growth for some hypothetical day when we'll finally be ready for a big leap. Jordan pushes readers to become culture changers and to live as a woman who knows not only who she is, but also why she's chosen to change the world.
- Tackling tough issues including the distractions, rejection, comparison, fear and anxiety, perfectionism, insecurity, expectations and shame that hold us back, *OWN YOUR EVERYDAY* speaks to readers right where we are, offering grace and practical wisdom for overcoming obstacles.
- Jordan writes with empathy, serving as a guide who encourages like an experienced sister or best friend. Her invitation to find purpose in steadfast love of all those around us is radical and life-affirming.
- *OWN YOUR EVERYDAY* encourages readers gently without coddling, pointing out that wallowing in the difficulties that will undoubtedly touch every life is an all-consuming distraction that prevents us from embracing who and what we are meant to be.
- Jordan draws a decisive line between what appears good and what is actually good. In a world obsessed with image, her urgent call to remain grounded in what is real and healthy instead of chasing enticing but empty or even harmful substitutes is refreshing and needed.

“Yes, girl, I hope you do big things and go after your wildest dreams. But guess what? To do the big, cool, extraordinary things, you have to learn to show up for the small, not-so-cool, everyday things. There is no way around that.”

- Jordan Lee Dooley, “Own Your Everyday”



### An age of pioneering women:

Jordan started her business in college and through her own journey of trial and error, it's grown into a full-fledged shop that employs college girls to fund their education. With the growth of the shop and her own hard-won lessons, Jordan now creates content, tools, and implementable advice for women to add additional value to their business dreams.

### Navigating the struggles of insecurity:

For so long, Jordan neglected talking care of herself as she bought into the lie that self-care was selfish. Her insecurities furthered with her struggles from cystic acne, scarring and body image. Jordan encourages her tribe to acknowledge and tackle their insecurities from the inside, every single one. She helps women experiencing those same feelings of overwhelm in their mental, spiritual, and physical health through advice, resources, and challenges that require actionable steps toward prioritizing health and wellness.

### Removing labels and breaking out of the box of expectations:

We often, without even realizing it, put labels on ourselves and others. These labels of how others perceive us and how we perceive ourselves create a pressure to live into the perceived expectations that comes with those labels. Jordan urges her audience to push past labels by breaking the expectations.

### Unfigured-out dreams:

We live in a culture where we are constantly pressured to know and figure out our dreams, and to actively pursue them. When dreams are not clear, it is easy to feel like a failure if they are not met by society's timeline, and sometimes we are even afraid to *dream*. Jordan speaks on taking big steps forward to find your dreams even though they can be simple, terrifying and beautiful all at once. She shares that taking risks is what makes life so fun and it's okay to have multiple passions, various ideas, or 'unfigured-out dreams.'

“ I help everyday women lead healthy, intentional lives and find purpose in faith, relationships, health, and business.”

– Jordan Lee Dooley