

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. Her anticipated upcoming book, **PURPOSE: BREAKING THROUGH INSECURITIES, EXPECTATIONS, AND THE PRESSURE TO PROVE**, hits shelves in March 2019. Jordan lives with her husband Matt and their dog Hoosier in Indianapolis, Indiana. For more information, please visit 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.
- 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. 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, **PURPOSE**.
- 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.



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About the Book

Purpose: Breaking Through Insecurities, Expectations, and the Pressure to Prove

In her anticipated new book **PURPOSE: BREAKING THROUGH INSECURITIES, EXPECTATIONS, AND THE PRESSURE TO PROVE**, out in March 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. Empowering and urgent, **PURPOSE** 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, **PURPOSE** asks provocative questions as it offers practical guidance readers will turn to again and again. Jordan's unique message pushes readers to look both inward and outward—an inspiring blend of self-discovery and service of others that society so desperately needs. 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. This book serves as a tool to regain perspective and get back on track.



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Why Purpose?



- **PURPOSE** 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, **PURPOSE** 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.
- **PURPOSE** 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.

“Be among the few. Stop being passive and start living with passion. Do hard things even when life is hard, right where you are with what you have. Start small because small wins add up to big victories. There is a dying world out there—and your full yes, your willingness to show up right where you are in your corner of the universe, is what will change it. But saying ‘yes’ to one thing means saying ‘no’ to other things. Make your ‘yes’ count. It does make a difference, and our ‘yesses’ together add up.”

- Jordan Lee Dooley, “Purpose”



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Igniting a passion for business and entrepreneurship:

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.

Stirring the necessity for self-care:

For so long, Jordan neglected talking care of herself. Part of the problem was she allowed big life transitions and everyday priorities to take precedence over her mental and physical wellbeing. But above that, Jordan bought into the lie that self-care was selfish. Eventually, she felt completely burned and was forced to press pause and change her habits, priorities, and routines. Now, 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.

Fueling faith in everyday life:

In all she does, Jordan believes a girl rooted in faith is a girl who can change the world. To fuel this spirit, she's put together resources to help her audience experience growth in their faith, special seasons of life, and most important relationships.

“ I help everyday women lead healthy, intentional lives and find purpose in faith, relationships, self-care, and business.” – Jordan Lee Dooley