



# JESS EKSTROM

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PRESS KIT

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## ABOUT JESS EKSTROM

**Bestselling author, speaker and creator helping women uncover and own their stories**

Jess is a serial social entrepreneur and bestselling author of [Chasing the Bright Side](#) and [Create Your Bright Ideas](#). She's been featured in major media outlets such as the Today Show, TIME, Good Morning America, The View, Vanity Fair, People Magazine, Business Insider, Huffington Post and Forbes.

After starting and growing her multi-million dollar company, [Headbands of Hope](#), in her dorm room, her speaking and writing career took off. But Jess realized that her success wasn't about how far she can reach—but how far she can help other women reach. Today, through her writing, and her uber popular [Mic Drop Workshop®](#), she helps women uncover the value in their story so they can make a living and a difference at the same time. She, her husband and her 70lb fur baby reside in Raleigh, NC.

### AS SEEN ON/IN

ADWEEK

BRIT+CO

BuzzFeed

BUSINESS INSIDER

Forbes

HUFFPOST

GOOD MORNING AMERICA

NBC

TODAY

USA TODAY

People

VANITY FAIR

Women'sHealth

NextAdvisor  
In Partnership with TIME

### INTERVIEW TOPICS

- ▶ Tips on going for it
- ▶ Why kids make the best entrepreneurs
- ▶ Why your story could become someone else's survival guide
- ▶ How to create with inspired ambition rather than anxious ambition
- ▶ The key to startup success: solve a problem(s) that can be explained to a kindergartner
- ▶ How women can start their speaking careers
- ▶ Why we need to help more women get their stories on bookshelves and stages—and get paid to do it
- ▶ Tips for overcoming failure
- ▶ Why everyone needs a North Star instead of a goal



# CHASING THE BRIGHT SIDE

Jess Ekstrom believes that every great movement, every positive change and advancement in this world, starts with optimism. But it's not the skipping-around-in-a-flower-crown type of optimism that people think. She explains: "Anyone who has ever done something great had to believe in something better than the present. Success doesn't start with a skill set or expertise. None of us were born knowing how to fly a plane, poach an egg or knit a sweater. We all had to start somewhere. And that 'somewhere' is optimism."



These and many other insights, including her own dynamic story of witnessing family financial loss, a life-changing college internship, and the ups and downs of entrepreneurial startup, are featured in Ekstrom's bestselling book, *Chasing the Bright Side: Embrace Optimism, Activate Your Purpose and Write Your Own Story*.

Intent on helping readers train their brains to see the good, even when it's hard, and supplying the tools and extra push to create it, Ekstrom's inspirational themes include:

- Why bad times can be such good things
- How social media often skews our metrics of success—and ways to change that
- Failure is not the worst thing that can happen
- Understanding and absorbing negativity without being consumed by it
- What changing one word in your vocabulary can do to change the trajectory of your life
- Overcoming the tug of war between passion and paycheck
- Building a sustainable view of the future that balances reality with hope
- Why we are more powerful than anything that happens to us

Ekstrom's journey will inspire readers to embrace the power of optimism in their own life and reimagine their purpose in order to create good in the world. Best of all, anyone can do it while fulfilling their own dreams. Chasing the bright side does not mean choosing between making a difference or making a living. Anyone can do both by leading with optimism.

"Isn't it crazy to think that the entire life we want is waiting for us on the other side of our thoughts?" she says. "One flicker of change inside our heads can catapult us onto the stage we were born to stand on."

AS SEEN ON/IN



People

Forbes

BRIT+CO

BUSINESS INSIDER



# CHASING THE BRIGHT SIDE



*In this spectacular debut, Ekstrom, founder of Headbands of Hope, which donates to cancer research for every headband sale, provides a delightful guide to making one's dreams come true. . . . Ekstrom's winding life story and uplifting message of betting on oneself in all situations will appeal to readers at any stage of their life or career.*

**PUBLISHERS WEEKLY  
STARRED REVIEW**



*Chasing the Bright Side is essential reading for anyone facing a challenge, in work or in life. With emotion, humility (and some amazing stories), Jess Ekstrom not only demonstrates how anyone with a dream can eventually persevere but also shows by example how we all can tap into the passion to do so. . . . It's a page-turner that you won't be able to put down until you've finished, but it holds lessons that will reveal themselves to you for a lifetime.*

**MARC RANDOLPH  
NETFLIX CO-FOUNDER AND FIRST CEO**



*Three things you can control in life are your attitude, your effort and your actions. If you're ready to see challenges as opportunities for growth, Chasing the Bright Side is the guide you need.*

**MARIE FORLEO  
AUTHOR OF EVERYTHING IS FORGETTABLE**

# Create Your Bright Ideas

#1 Children's Journal on Amazon



## ABOUT CREATE YOUR BRIGHT IDEAS

This interactive book for energetic, creatively minded 8-12-year olds from entrepreneur Jess Ekstrom uses inspiring stories, journaling prompts, coloring pages, and creative ideas to show kids that if they want something to be different in the world, they can do something about it today!

**" Jess' book is teaching kids how to stop being afraid of others' opinions, and how to fiercely go after their dreams."**



- Scott + Viktoria Harrison  
co-creators of charity: water



The image shows a screenshot of an article from Entrepreneur magazine. At the top, the 'Entrepreneur' logo is visible on the left, and 'Sign In' and a search icon are on the right. Below the header is a large photograph of Jess Ekstrom sitting at a desk with a yellow laptop and some supplies. A blue arrow button is in the bottom right corner of the photo. Underneath the photo, the text reads 'STARTING A BUSINESS' in blue. The main headline of the article is in bold black text: 'This Woman Launched a Multi-Million Dollar Company Out of Her Dorm Room in College. Now She's Helping Kids Launch Big Ideas of Their Own.'



[www.createyourbrightideas.com](http://www.createyourbrightideas.com)

# HELPING WOMEN TELL AND SELL THEIR STORIES AS PAID KEYNOTE SPEAKERS AND AUTHORS

*A NEW, DIVERSE, AND BRIGHT FUTURE FOR WOMEN SPEAKERS STARTS HERE.*

## The Facts

- Only 32% of speakers are women, down from 33% in 2017 (\*Bizzabo).
- 76% of people said they are more likely to attend a conference that features a woman as a keynote speaker or panelist.
- Only 25% of all technology keynote or stand alone speakers are women (\*Ensono 2018).
- 70% of women who have spoken on a panel report being the "lone woman" among participants.

...and don't even get Jess started on the discrepancy of PAID speaking engagements.



Mic Drop Workshop® is here to change the tide for the many women who find themselves in the dark when it comes to sharing their incredible stories with the world. After wading through the confusing world of speaking on her own, Jess Ekstrom decided something needed to change for all the women who would come after her. To save them from taking the long path toward a speaking career, she compiled all of the lessons, tips, and tricks she picked up along the way and organized them into the Mic Drop Workshop. Available to all—whether they're just starting out or looking to revive a speaking career that has gone stale, these courses help women start and scale a profitable speaking business so they can make an impact and an income through public speaking. Participants learn how to craft talks that resonate, position themselves well to get booked and, finally, negotiate for themselves to get paid for sharing their stories.



Book Pop Workshop is a one-stop-shop course and community for women to get from book idea to proposal to literary agent to acquisition with a traditional publisher. After getting rejection after rejection from literary agents and publishers, Jess Ekstrom thought she'd never get a book deal. Then finally, after much perseverance, she received a six-figure publishing deal for her book, *Chasing the Bright Side*, and less than a year later, sold over 75,000 copies. Now, she wants to help more women do the same thing: get their words in print and get paid to do it because the world needs more diverse voices out there. Ekstrom says that we can't just keep saving the front-facing shelves for books that look like the SAME PEOPLE. We need inspiration from female voices now more than ever. That's why she created Book Pop workshop: to help fast-track women to write the dang book.

AS SEEN ON/IN



# WHAT PEOPLE ARE SAYING



*Wow! I am no newbie to online courses but what is new with this one is I don't fold my laundry, eat snacks, or scroll while learning! Nope. You will press pause every few minutes to jot down these amazing nuggets of wisdom and tips Jess is giving! You will never be bored. I made so many notes and with her downloads to take the 'how' out. I am pumped to get this book finally out of my head and into the world! Finally a book writing course with some tangible tips that don't overwhelm but only get you buzzed to begin.*

TARA



*I wasn't 100% sure what I was signing up for or if it would really work... This is what I know now... It most definitely works... if you do the work. I've now got 10 speaking gigs booked!*

TRACEY



*Hey y'all, just want to put it out there that tonight I'm doing my first PAID speaking gig at Lenoir-Rhyne University in North Carolina, and I owe huge thanks to Mic Drop Workshop Mastery for so many things!*

*Throughout my life I have spoken for free countless times, but this is the first time that my gifts will be compensated properly, and I'm so proud.*

CRYSTAL



# Suggested Interview Questions

## GENERAL QUESTIONS FOR JESS

1. How did you get the idea to create Headbands of Hope, and what has that entrepreneurial journey been like for you?
2. You spent two years traveling the country in an Airstream. What inspired you to do that and what was that experience like?
3. What advice would you give anyone who wants to make a difference but has no idea of where to begin?
4. Where can we learn more about you and all that you're working on?

## QUESTIONS FOR JESS + CREATE YOUR BRIGHT IDEAS

5. What inspired you to write an entrepreneurship book for kids?
6. What tips do you have for kids/parents to inspire creative thinking and problem solving?
7. You believe that kids make the best entrepreneurs. Why is that?

## QUESTIONS FOR JESS + CHASING THE BRIGHT SIDE

8. What inspired you to write your book, *Chasing the Bright Side*?
9. What were some of the obstacles that you encountered as you were writing and publishing your book? What advice do you have for other women who are thinking about writing a book?
10. You talk often about using optimism as a strategy for life. What is optimism? Is it just a matter of being happy?

## QUESTIONS FOR JESS + COURSES

11. You help women tell and sell their stories and offer two different courses to help women do just that. What can women expect from these programs?
12. Why do we need more inspiration from women now than ever before?
13. You're an in-demand speaker today. Tell us about how you began your speaking career. For those out there looking to share their stories on stages (in-person or virtually), where do you recommend they start?

## MEDIA CONTACT

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