

MEDIA KIT



JESS EKSTROM

Where to Follow Jess & Bright Pages



About Jess Ekstrom

Jess Ekstrom helps women tell and sell their stories. As the bestselling author of [Chasing the Bright Side](#), host of the [Business on the Bright Side](#) podcast and creator of guided online journaling service, [Bright Pages](#), Jess has been featured in major media outlets such as the *Today Show*, *Good Morning America*, *The View*, *Vanity Fair*, *Seventeen Magazine*, *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 book, podcast, the [Bright Pages](#) journaling service and her uber popular [Mic Drop](#) and [Book Pop](#) Workshops, she helps women uncover the value in their story so they can make a living and a difference at the same time. Jess spent 2 years living in an Airstream, traveling America with her husband and their 70-pound poodle, Ollie. While she still regularly travels in her beloved Airstream, she, her husband, and her poodle have settled down in Raleigh, NC.

As Seen On/In

BuzzFeed

**BUSINESS
INSIDER**

Forbes

**GOOD
MORNING
AMERICA**

People

TODAY

THE HUFFPOST

Interview Topics

- From two headbands, a computer and a burning passion to donating one million headbands to children with illnesses: The story of Headbands of Hope
- Why I'm living proof that you don't have to choose between making a living and making a difference
- How to audit your morning habits
- Why you should create before you consume
- How to be proactive instead of reactive in your business
- The key to startup success: solve a problem(s) that can be explained to a kindergartner
- How to diversify speaking lineups and why speakers should start challenging event organizers to include diverse voices
- Why we need to help more women get their stories in print and get paid to do it
- The 15-minute practice that can help reduce mental clutter, spark creativity and help you achieve your goals
- Why everyone needs a mission statement and how to craft yours

Where to Follow Jess & Headbands of Hope

f @HeadbandsOfHope

🐦 @HeadbandsofHope

📷 @HeadbandsofHope

p HeadbandsOfHope



HEADBANDS of hope

Jess Ekstrom founded [Headbands of Hope](#)—a highly lauded company that donates one headband to a child with cancer for every hair accessory sold—as a college sophomore who believed that good could be done in the face of heartbreak, “and maybe I can be the one to create it.”

She had no college degree (yet), no business degree and no business plan. Just an idea borne of a passion to see children with cancer who’d lost their hair feeling confident again. She’d met some of these children during a summer internship with the Make-A-Wish Foundation, and she felt like she was being dragged down a river by the sadness of it all. But this seed of an idea to do something to make things better for these kids gave her a branch to grab onto to help her stay afloat. It was the activism of optimism.

Ekstrom’s willingness to “start where she was” turned out to be the only impetus she needed. Everything else, she learned along the way. Headbands of Hope has since donated one million headbands to every children’s hospital in America plus hospitals in 15 other countries, is carried in thousands of stories across the world and has been featured all over the national media. Their work has also garnered the support of many celebrities, including **Khloe Kardashian**, **Lea Michele** and **Lauren Conrad**.

As Seen On/In



VANITY FAIR



seventeen

Women'sHealth

People

Questions for Jess + Headbands of Hope

- You started Headbands of Hope with just two headbands. Today, you've been able to donate one million headbands to children with illnesses. What's been the most exciting part of this journey and what's been the hardest?
- Do you have a particular story of a child who received a headband from a Headbands of Hope donation that stands out to you? If so, why?
- It hasn't always been smooth sailing as you've grown and built Headbands of Hope. What were some of the biggest challenges you faced?
- What's next for Headbands of Hope? What do you hope Headbands of Hope will become or be known for?





Bright Pages - A Guided Online Journal That Helps You Get Clarity On What You Want To Do

Staring at the blank page in your journal is overwhelming. Whether you're bubbling over with ideas or don't know where to begin, Jess Ekstrom's [Bright Pages](#) is here to help. As seen on Brit + Co, Bright Pages is a guided online journal designed to help you get clarity and spark inspiration so you can bring your bright ideas to life. Taking only 15 minutes per day, writers can:

- Create a daily writing habit
- Become a better content creator
- Unpack their story
- Reduce mental clutter
- Get that spark of creativity

Bright Pages is the first and only online journaling service to have Prompt Pathways, which allows writers to receive daily, purposeful prompts to help cut through the clutter and achieve their goals. Whether a user's goal is to start a business, write a book or just become a better writer, Bright Pages helps you get clarity on what you want to do.



Before Bright Pages, my relationship with journaling was inconsistent. The guided prompts from Jess give me the spark to journal every day.

Bright Pages inspires me to explore new ideas and dig deeper into my thoughts.

KATE GREMILLION ROSENOW
Owner, Work Well with Kate

@writebrightpages @writebrightpages

@writebrightpages brightpages.com



Bright Pages has helped me shift from someone who simply enjoyed writing occasionally to someone who looks forward to taking time each day to write my thoughts—no judgement, no wordsmithing, just answering a simple prompt and seeing where it takes me. The thought provoking prompts, the clean, easy-to-use layout, and Jess' positive, encouraging influence throughout make Bright Pages the perfect companion for anyone looking to (re)gain clarity, maintain momentum, or even find their purpose!

D A N I

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.

P U B L I S H E R S W E E K L Y
S T A R R E D R E V I E W



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.

M A R C R A N D O L P H
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.

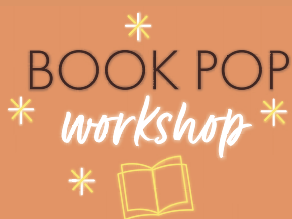
M A R I E F O R L E O
AUTHOR OF EVERYTHING IS FIGUREOUTABLE

Helping Women Tell and Sell Their Story Through Book Writing and Public Speaking



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, the workshop helps 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.

T A R A



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!

T R A C E Y



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.

C R Y S T A L



Do you feel like you were made for more but you don't know where to begin? Have a story you want to tell but aren't sure how to tell it? Or have you ever dreamed of speaking on stages or writing books to

make both an impact and an income? You're in the right place. Hosted by author, speaker and entrepreneur, Jess Ekstrom, the iTunes top-ranked *Business on the Bright Side podcast* is where you can learn how to make a living and make a difference at the same time.

The *Business on the Bright Side* podcast is available on iTunes, Spotify, Google Podcasts, Stitcher and more and averages 1K listens per episode.

 jessekstrom.com/podcast/

As Seen On/In

BuzzFeed

THE HUFFPOST

Forbes



VANITY FAIR

Sample Episodes

- Ask THIS Question in Your Next Interview
- How to Use Clubhouse as a Speaker with Mothyna James-Brightful
- What Camping Taught Me About Leadership
- How to Set Digital Boundaries with Minaa B
- What's Your Money Story?
- How to be Proactive Instead of Reactive in Your Business
- 3 Questions to Ask Yourself When You're Stuck
- How to Create Content that Gets Shared on Social Media



What People Are Saying



Jess, host of the Business on the Bright Side podcast, highlights all aspects of entrepreneurship and more in this can't miss podcast! The host and expert guests offer insightful advice and information that is helpful to anyone that listens.

C L A R I S S E



Jess is full of sunshine and positivity! I love how quick these podcasts are and yet SO effective.

S A V A N N A H



I've listened to almost all of Jess' podcasts and every time I do, I walk away with 3-4 concrete specific action steps, I can apply immediately to achieving my goals related to writing and speaking. She is succinct and tells it like it is! Jess has so much heart and passion and I'm forever grateful to her for sharing her ideas with us.

H A R R Y

Suggested Interview Questions for Jess Ekstrom

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're traveling the country in an Airstream. What inspired you to do that and what has that experience been 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 + Bright Pages

5. How did the daily practice of writing impact you personally? What revelations have you experienced as a result of that practice?
6. You created Bright Pages as a way to help writers get clarity and spark inspiration. Tell us what makes it different from other online journals.
7. You believe that good writing comes not from having all of the answers but from asking yourself the right questions. How does Bright Pages help writers with this aspect?

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 + Workshops

11. You help women tell and sell their stories and offer two different workshops to help women do just that. What can women expect from these workshops?
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?

Questions for Jess + *Business on the Bright Side*

14. What inspired you to launch the *Business on the Bright Side* podcast? What does it mean to do business on the bright side?
15. What can listeners expect from your podcast? What do you hope they take away?
16. Tell us what taught you that failure isn't the worst thing that can happen.