

# EMILY LEY

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Emily Ley is Founder and Creative Director of Emily Ley Paper & Gifts. She is also the creator of the bestselling Simplified Planner—a daily agenda for what matters most— and author of **GRACE, NOT PERFECTION: EMBRACING SIMPLICITY, CELEBRATING JOY** (Thomas Nelson; ISBN: 978-0718085223; October 11, 2016; \$16.99). Raised in Pensacola, Florida, Emily graduated from the University of West Florida with degrees in English, creative writing, and public administration. She would later become the executive director of the city ballet. From there, she worked in nonprofit management and public relations before launching her brand in 2008. Following the success found at its online home, the Emily Ley brand quickly grew to be carried in retail outlets across the United States and around the world. Emily has been recognized with numerous awards, including Best New Product at the National Stationery Show as well as being named a Top 10 Designer to Watch in 2015 by Stationery Trends Magazine. Emily lives with her husband and three children in Tampa, Florida. For more information, please visit [www.EmilyLey.com](http://www.EmilyLey.com).

## Why Emily Ley?



- Emily and the Emily Ley brand have been covered in major national and industry media outlets, including *Forbes*, *Good Housekeeping*, *Glamour.com*, *Better Homes & Gardens*, *Southern Weddings*, *Domino*, *LaurenConrad.com*, *Refinery 29*, *Apartment Therapy*, *Stationary Trends*, *Carolina Parent*, and *Brit + Co*.
- Emily is an ambassador for female entrepreneurs and working moms across the country. She partners with some of the country's most well-known and respected brands.
  - Emily is a self-taught entrepreneur, starting her own enterprise from YouTube videos and Google searches, which she has now grown into a multi-million dollar, renowned business
  - Emily is serving as a panelist and speaker for the 2016 Forbes "Inspired Leaders" tour
  - Emily has formed a partnership with the trusted and prestigious brand Gerber, including serving as spokesperson for some of its products
  - Emily has worked with prestigious brands, including Mud Pie and Minted, and she designed a scrapbook collection for Project Life, which was carried at Michael's stores nationwide
- Emily has an impressive platform, presence, and audience.
  - Her blog receives 90k unique visitors per month and her newsletter goes out to 52k subscribers
  - She has 200k total Instagram followers and nearly 40k Facebook fans
  - The Emily Ley brand of products is sold in more than 600 stores across the United States and throughout the world

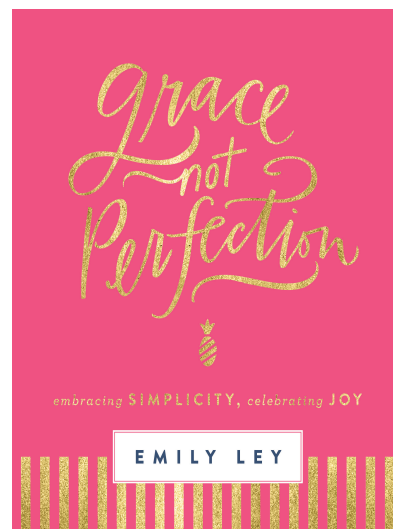
“As a designer, I am very concerned with image, with crafting seamless, consistent messaging and perfectly tweaked visuals. Without a doubt, that bleeds into my personal life. I know what the chase to “have it all together” does to a girl who has big dreams and simply wants to be the best she can be.  
– Emily Ley, *Grace, Not Perfection*

“I'm done trying to be everything to everyone, trying to prove a point to the world. I will not chase this impossible standard. I'll hold myself to a standard of grace, not perfection.”  
– Emily Ley, *Grace, Not Perfection*

## About the Book

### *Grace, Not Perfection: Embracing Simplicity, Celebrating Joy*

Somewhere along the way, we decided we wanted to do it all and do it all perfectly. We strive to uphold the perfect image, raise perfect children, and chase perfect dreams on perfect journeys. In her new book, *GRACE, NOT PERFECTION: EMBRACING SIMPLICITY, CELEBRATING JOY*, self-taught designer, flourishing entrepreneur, mother of three young children and pragmatic guru Emily Ley shows women every where that by slowing down and making intentional choices to simplify, we can choose what truly matters. Emily understands the pursuit of trying to be and have it all because she's lived it—and jumped off the hamster wheel armed with battle-tested methods for reclaiming control and redefining expectations. *GRACE, NOT PERFECTION* acknowledges the challenges all women—whether single or married, working at home or in an office—face with empathy and humor, and provides real tips for changing the status quo. For more information, please visit [www.GraceNotPerfection.com](http://www.GraceNotPerfection.com).



Thomas Nelson | ISBN: 978-0718085223 | October 11, 2016 - \$16.99

### Why *Grace, Not Perfection*?



- In *GRACE, NOT PERFECTION*, Emily gives women permission to let go of guilt, stop trying to do it all and ultimately make margin for what matters most in all areas of life.
- Warm and distinctly Southern, Emily addresses readers like a trusted friend over coffee. Relying on poignant and funny anecdotes from her own life, she follows up with exercises and questions designed to help readers transform chaos into calm.
  - General women's interests topics: From how to most effectively plan a week, ideas for outsourcing the chores, and smart cleaning and de-cluttering strategies, to reorganizing our digital lives, simply "unfollowing" the social media that leaves us feeling less-than, and the importance of refilling our own tanks with beloved activities and self-care, Emily offers ingeniously simple steps and life hacks that add up to big change
  - Grace and kindness: The Golden Rule should apply to everyone in your life, including yourself. Emily reminds women that if we treated our neighbor the way we treat ourselves sometimes, we wouldn't be very good neighbors.
  - Business/entrepreneurship: As a self-taught, homegrown entrepreneur, Emily has much to teach about the hard-learned lessons of business ownership.

“ We're all better off settling into the circus—learning how to be comfortable in the sideshow.  
– Emily Ley, *Grace, Not Perfection*

“ Here's the thing about doing it all: even if you can do it all, no one can do it all well.  
– Emily Ley, *Grace, Not Perfection*