




**JESSICA HONEGGER** is an award-winning social entrepreneur, author of the best selling book *Imperfect Courage: Live a Life of Purpose by Leaving Comfort and Going Scared* and podcaster at *Going Scared with Jessica Honegger*. She is the founder of Noonday Collection, a people-first lifestyle brand offering a selection of soulful artisan goods that change the world—one handcrafted piece at a time. Noonday Collection is a certified B Corps that recently won Best in the World for Community. Jessica’s unique brand of storytelling inspires audiences to take action despite fear, create a supportive community that lifts each other up, and discover the kind of imperfect courage that allows us to truly flourish.



Publisher’s Weekly  
Top 25 Hardback  
Nonfiction



2 Million Downloads  
1,100 Ratings on  
Apple



Ernst & Young  
Entrepreneur  
Of The Year®

EY Entrepreneur of  
the year in Central  
Texas, 2017



# Audience Reach



6.8K

FRIENDS



57K

FOLLOWERS



30K

SUBSCRIBERS



40K

LISTENERS



## Audience Demographics

220K

Accounts  
Reached

35-64

Age  
Range

97%

Women

92%

USA





# Personal Features and Awards

- 2017 Ernst & Young Entrepreneur of the Year Award
- 2015 #45 on the Inc. 5000 Fastest Growing Companies List
- 2015 Person of the Year by Austin's lifestyle magazine TRIBEZA
- Magnolia Journal Feature Writer
- Austin Business Journal Feature
- Austin American Statesman Feature
- San Antonio Magazine Feature
- Racked Feature
- Austin Woman Cover Feature
- Better Homes and Gardens Magazine Feature
- The Today Show Feature

[hello@jessicahonegger.com](mailto:hello@jessicahonegger.com)

[@jessicahonegger](https://www.instagram.com/jessicahonegger)

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



*noondaycollection*®

# Jessica built a brand 100% organically that women love.

**800K**

Total Customers

**355K**

Subscriber Email List

**10K**

Lifetime Brand Ambassadors

## As Featured In:

LO MAGAZINE | TODAY SHOW | FORBES | VOGUE | MAGNOLIA

GOOD MORNING AMERICA | COSMOPOLITAN | W MAGAZINE



**Noonday is more than a brand.**  
It's a community.

Our engaged consumers have  
generated **137K tags** for  
**#noondaystyle** on Instagram.



[hello@jessicahonegger.com](mailto:hello@jessicahonegger.com)

[@jessicahonegger](https://www.instagram.com/jessicahonegger)

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



# Let's Work Together!

Jessica loves partnering with brands that she believes in. Her audience is primarily considered to be moms who value working at home, free time with their family, and who are looking for brands that connect with their daily lifestyle. She is a proven tastemaker and trendsetter with a trusted voice.



“Jessica's perspective of global sisterhood and the power of lifting each other up in the midst of fear and scarcity is exactly what we need today.”

**Brené Brown**



“Jessica makes you want to risk it all for the good of people and the world, because doing so doesn't just make life more meaningful, it makes it more fun!”

**Jennie Allen**



“Jessica will teach you more about yourself and that you, too, can do big things, even if you are scared.”

**Jamie Ivey**

# Contact Jessica Honegger

[hello@jessicahonegger.com](mailto:hello@jessicahonegger.com)

[@jessicahonegger](https://www.instagram.com/jessicahonegger)

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