

20  08

SIMPLIFIED[®]

BY EMILY LEY

 | AZURE
100 / 35 / 7 / 0

 | POWDER BLUE
14 / 0 / 6 / 0



 | CHARTREUSE
44 / 0 / 100 / 0

 | YELLOW
15 / 96 / 0

About the Brand

Simplified is more than a planner company or a brand of office products. We create tools that equip, empower, and inspire busy women to simplify their lives so they can focus on what truly matters most.

We have

- an active Facebook Group of 33,000+ members
- over 500,000 Instagram followers (combined across Emily's account and Simplified's account)
- 150,000+ Facebook followers
- 300,000+ email subscribers

Our community believes deeply that margin matters and simple is best. We believe in living a simplified life.





About Emily

Emily Ley is the founder of Simplified®, a bestselling brand of planners and organizational tools for busy women found online and in major international retail stores. She has spent nearly thirteen years empowering, inspiring, and equipping women in the areas of organization, planning and simplicity.

She is the host of The Simplified Podcast and author of national bestselling books *Grace, Not Perfection*, *A Simplified Life*, *When Less Becomes More*, and her latest book, *Growing Boldly*.

Emily has been featured in Forbes, Glamour, and Good Housekeeping and was recently recognized as Entrepreneur of the Year by Studer Community Institute.

Now—as an author, podcaster, entrepreneur, wife and mother to three—Emily lives in Pensacola, Florida, with her husband, Bryan, and their son Brady and twins, Tyler and Caroline.

THE
SIMPLIFIED PLANNER®

for what matters most

The Simplified Planner is the cornerstone product of the Simplified brand. The Simplified Planner is a beautiful, joyful agenda for busy women in all seasons of life. Designed minimally on purpose, its open pages serve as a fresh start every day. We believe margin matters, and our mission is to inspire women to organize, simplify, and carve white space for the good stuff of life.

Our exclusive patterns are designed in-house and speak to the classic, polished, light-hearted style of our community.



Collaborations



AT-A-GLANCE

In 2018, Simplified began partnering with At-A-Glance to create collections of planners, calendars, and desk / office goods available at national retail stores.



PILOT PENS

Simplified partnered with Pilot Pens to create a custom collection of seven “Happy Stripe” colored pens in the Pilot Precise V5 format. These pens can now be found in retail stores nationwide. In 2021, Simplified added a new addition to the Simplified accessories collection, the Pilot Erasable Frixion Highlighter set.



MAY DESIGNS

In 2016, Emily Ley began a partnership with May Designs, a lifestyle brand specializing in customized notebooks, and stationery items. Each year, an exclusive collection of Simplified patterns are released on custom notebooks, tumblers, phone cases and more.

Retailers include



Community

Social media is the cornerstone of our marketing efforts. Our followers are 97% female. 78% are ages 24 to 44. 82% are married and many are parents. They are charitably generous, health conscious, well-educated, and family-centric.



The Simplified Community





Bestselling Books

Emily's books, *Grace Not Perfection* (2015), *A Simplified Life* (2017), *When Less Becomes More* (2019), and *Growing Boldly* (2021) explore the tactics of organization, ways to simplify your life, the traps of perfectionism, and managing a healthy work / life balance as a woman. Emily's books can be found wherever books are sold, including Target, Walmart, Barnes & Noble, and more.

These bestselling books have been listed as Amazon Charts, Washington Post, and USA Today bestsellers.

Emily is currently working on her first children's book, *You Are Always Enough*, scheduled for release in Spring 2022. She also has three additional books forthcoming with Harper Collins Christian Publishing.

Podcast

In March 2021, Simplified launched the new Simplified Podcast! Topping the charts at #7 in its category, The Simplified Podcast is a weekly podcast exploring topics like Digital Decluttering, The Keeping of Home, Simplified Parenting, and more.

The Simplified Podcast was downloaded over 120,000 times in its first six weeks and continues to grow.





Current Partnerships

We are honored to work with these incredible brands on product and / or social media partnerships.

- | | |
|---------------------|-----------------|
| AT-A-GLANCE | CRYSTAL LIGHT |
| PILOT PENS | JCREW |
| BEAUFORT BONNET CO. | BANANA REPUBLIC |
| DROPPS | CHICK-FIL-A |
| HANNA ANDERSSON | COVER GIRL |
| CHOMPS | THRIVE MARKET |
| PURA | KIWICO |
| BOLL & BRANCH | CARE/OF |
| TOMMY JOHN | NECESSAIRE |
| BOUNTY | WINC |
| SHIPT | EQUILIBRIA |
| DRAPER JAMES | PROSE |

Featured Press

We are grateful for features in the following select media outlets:

FORBES

SOUTHERN LIVING

GLAMOUR

BETTER HOMES & GARDENS

GOOD HOUSEKEEPING

LAURENCONRAD.COM

STATIONERY TRENDS

DOMINO

DISNEYBABY.COM

FAMILY CIRCLE

REDBOOK MAGAZINE

APARTMENT THERAPY





Categories available for licensing

STATIONERY & PAPER GOODS

STORAGE & ORGANIZATION

GIFT

APPAREL & ACCESSORIES

HOME FURNISHINGS & DECOR

ENTERTAINING

PARTY GOODS

CRAFT & DIY

EXPERIENTIAL

JUVENILE

Marketing Support

Our team of skilled e-commerce and social media professionals is happy to offer support in marketing efforts, including:

EMAIL CAMPAIGNS

LIFESTYLE PRODUCT PHOTOGRAPHY

INSTAGRAM LIVE

SOCIAL POSTS AND STORIES





THE SIGNATURE
SIMPLIFIED PLANNER.
2022 to DECEMBER 2022
what matters most



For licensing inquiries, please contact:

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THE SIGNATURE
SIMPLIFIED
JANUARY 2022