



## JOY, the KEY to Entrepreneurial Happiness: A Millennials' Guide to Starting, Continuing and Reinventing Your Business

JOY, the KEY to Entrepreneurial Happiness: A Millennials' Guide to Starting, Continuing and Reinventing Your Business is about figuring out your purpose, working your plan and planning your path to entrepreneurship regardless of life's pitfalls.

Joy A. Johnson transparently reveals her personal journey, carving out her place in the beauty industry. This self-help/inspirational offering reveals how she overcame obstacles of divorce, foreclosure, single-parenthood challenges, rejection, loss, frustration, a new baby, even a new relationship, and more to stay on track. It also outlines how to identify and maneuver ever-changing realities of business such as expansion or right-sizing, the growth of responsibility, new opportunities, and the ebbs and flows of seasonal clients.

Each chapter is peppered with entrepreneurial tips—Johnson calls them keys—vital for most passionate entrepreneurs. The book serves as an ultimate guide for how to pivot and proceed with one's business plan and goals. JOY—the KEY targets millennial women of all backgrounds. The release date is December, 2018.



SO PERSONAL JOY, BUT I LOVE THAT YOU GET REAL! GOOD ADVICE TOO.

—BETH LIVESAY, EXECUTIVE EDITOR, NAILS MAGAZINE





**Joy A. Johnson transparently reveals her personal journey, carving out her place in the beauty industry.**

Joy A. Johnson is a multi-licensed beauty professional, adjunct professor, international beauty educator, and the proprietor of Nails & Faces of Joy Spa. She's been in the beauty business for more than 10 years. She has wanted to be an entrepreneur since she was 16 years old, but it took her two more years to zero in on the specifics. At the tender age of 18, Johnson was bitten by the beauty business bug.

Upon entering college, Johnson needed a little extra cash to carry her through, so she decided to sell Mary Kay. During the years that followed, various setbacks could have caused her to look sideways, but after having discovered her passion, she looked straight ahead.

As her love for the industry grew, a fact she hadn't realized was that her love for the beauty industry had been in her all along. It was in her blood. Her mother, who died when Johnson was only 16, was a New York and Los Angeles model in her younger years. Her mother was also an American Airlines flight attendant; she had to look and move catwalk-ready, 24/7. It was in her blood. So Johnson, gazing and little-girl sampling her mother's lotions and potions in their shared bathroom as well as admiring her mother's perfect looks — well, the seed had been planted, deeply, within her.

Fast forward to now, and Johnson is a 33-year-old serial entrepreneur, mother, soul mate, and

public speaker. Now as an author, she's putting what she's experienced and learned into print. Johnson has been featured on ABC, FOX, CBS News, and Donnie Simpson and Tony Perkins Show on Majic 102.3 radio station for her philanthropic efforts to offer free monthly services to current cancer fighters. She has been a Key Manicurist for New York Fashion Week (NYFW) shows for designers Tadashi Shoji and Taoray Wang; she's also worked on teams for designers Jill Stuart, Zang Toi, Altuzarra and many others. Johnson has had editorial features in Real Simple Magazine, Ebony, Good Housekeeping, Eyelash Magazine, and other outlets. She's a contributor for CosmoBiz Magazine. She has lectured, domestically and internationally, engaging beauty professionals for the last eight years. Ongoing, she teaches and manages conferences for clients such as Sally's Beauty Group and Salon Centric as well as for a variety of manufacturers such as Ardell Lashes, Gigi Wax, China Glaze Nail Polish and many others. She's traveled to Europe and throughout the United States, consulting and teaching.

Johnson's intuition and examples of tenacity will unveil the keys to open-door perspectives and push-through attitudes. Her goal with this newly-minted title is to empower, encourage and inspire women and girls to get up and do what it is they feel led to do — the men, too. She wants to water those seeds, and reveal every reader's golden key in life.

## Book Excerpt

Others know when they are not reliable — when they make empty promises. Don't get trapped in their way of doing things, and you will become more trustworthy by this action, alone.

Learn to distance yourself from those who do not maintain your same level of integrity. Mind you, there is no need to stand on a soapbox. I suggest that if your main group of associates or friends reveals this type of behavior that you should diversify your entourage. Lean more toward the reliable group of people rather than the latter. If a friend or associate is not being reliable bring it to their attention. Just say, "You told me that we were going out and you cancelled on me at the last minute. You have done this for the last three engagements we've booked. What is going on?"

Now, their bad habits won't necessarily make you start to act unreliable too; but if you don't make yourself scarce in their lives, the negative connotations could Velcro to you. Take heed when it comes to the company you keep. You want a mutual exchange of good habits between yourself and those with whom you associate.

“ I HAD THE PLEASURE OF SITTING IN ON JOY A. JOHNSON'S CLASS. SHE HAD THAT ROOM EATING OUT OF THE PALM OF HER HAND. ENGAGING AND INFORMATIONAL, TEACHING BOTH ABOUT ARDELL LASHES AND HOW TO RUN A PROFITABLE BUSINESS. IT WAS A PLEASURE TO WATCH. — MISTY BECKER, NATIONAL PROFESSIONAL SALES MANAGER, AMERICAN INTERNATIONAL



“ JOY WAS ABLE TO CONDENSE A LOT OF VALUABLE INFORMATION INTO A SMALL AMOUNT OF TIME, WITHOUT SACRIFICING CLARITY OR DETAIL. — SKIN CARE BY KAYLAV, PREMIERE ORLANDO BEAUTY SHOW

AS SEEN ON TV



## Sample Interview Questions

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### What motivated you to write this book?

I was in the middle of a divorce, and this book was a part of my therapeutic process. It helped me to remain grateful through one of the hardest times of my life. It was a time in my life when I felt like I was losing everything.

### Where is your favorite place to write?

A noisy restaurant at the bar or at my mentor's home at her dining room table.

### Who can benefit the most from reading this book?

Women who are entrepreneurs or thinking about starting a business or simply those who are struggling to hold on to their entrepreneurial passion.

### What motivated you to share your story?

I wanted to share my entrepreneurial journey in print— my inspiration, failures, pivots and triumphs. I wanted other entrepreneurs to know they are not alone in what can sometimes feel like a lonely venture.

### What's the worst job you've had?

I did clerical work for a home health care agency. I quickly discovered that I'd much rather work to serve clients rather than merely speaking to them on the phone or stocking shelves and typing memos.

## Story Ideas

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1. What do millennials need, sometimes, more than money?
2. Why it is so important for millennials to understand client seasons?
3. What it means to pivot and proceed.
4. Why millennials cannot afford to be unreliable.
5. How faith can sustain millennials through all stages of business.
6. How millennials have to understand that friends and family are not always first clients.

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