



TANYA DALTON

PRESS KIT | 2022





Meet Tanya

Tanya Dalton is a best-selling author, speaker, and nationally recognized expert on purposeful productivity. She helps women step into intentional leadership in their professional and personal lives.

In addition to having her first book, *The Joy of Missing Out*, being named one of the Top 10 Business Books of the year by Fortune Magazine, Tanya's podcast, The Intentional Advantage has received millions of downloads from listeners around the world. She is also a featured expert on several networks including NBC and Fox and is a VIP contributor for Entrepreneur.com.

Tanya has been featured in some of the world's leading publications including Forbes, Inc, Fast Company, and Real Simple. She has been awarded the elite Enterprising Women Award and has been named the Female Entrepreneur to Watch for the state of North Carolina.

Tanya is also the founder of inkWELL Press Productivity Co. a multi-million dollar company providing tools that work as a catalyst in helping women do less while achieving maximum success.

Her highly anticipated second book, *On Purpose: The Busy Woman's Guide to an Extraordinary Life of Meaning and Success*, launched last fall through HarperCollins Publishing.

Tanya - BY THE NUMBERS

8

LANGUAGES

Tanya's books have been translated into eight different languages around the world.

MOVES

Tanya moved 11 times before she turned 18 (*she was the new girl in middle school 3 times*).

11

45%

OPEN RATE

Tanya has a highly engaged following of loyal fans. Her average email open rate is 45%.

FOLLOWERS

Tanya took a stand and stopped using social media because it didn't align, despite having a large following.

50^K

22

YEARS

Tanya has been happily married to her husband John for 22 years and has two kids.

PODCASTS

Tanya has been interviewed on over 100 podcasts for her expertise in productivity and business.

100+

50+

APPEARANCES

Tanya has appeared on more than 50 local and national TV programs both virtually and in-person.

YEARS

Tanya started her first business 15 years ago with just \$50. She is now in the top 2% of female entrepreneurs.

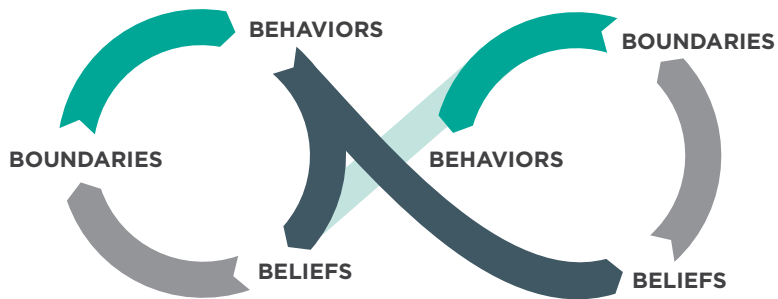
15



The choices you make have the power to make each day *meaningful*

infinite impact

3 key choices:



| you |

| others |



BELIEFS

how you view your time



BOUNDARIES

how you prioritize your time



BEHAVIORS

how you act in the time you have

THE
Intentional Advantage
PODCAST

LISTENERS AGE RANGE

8%

18-24

34%

25-34

30%

35-44

18%

45-54

7%

55-64

TOTAL DOWNLOADS

3 MILLION

AVERAGE MONTHLY DOWNLOADS

50K+

5-STAR REVIEWS

530+

NOTABLE PODCAST GUESTS

○ GREG MCKEOWN

○ NICOLE LEPERA

○ KARA GOLDIN

○ MEAGHAN MURPHY

○ NIKI NAKAYAMA

○ PAT FLYNN

○ JON ACUFF

○ RACHEL RODGERS

○ GAY HENDRICKS

○ ALI BROWN



Tanya's Favorite Stories

SKIP THE INTERVIEW QUESTIONS - ASK ABOUT THESE INSTEAD

- Why a **\$45,000 mistake** was the best thing to happen to my business right before we launched.
- What **pregnant women and green cars** have to do with getting your brain to see more opportunities.
- Why I **gave up social media** and think that it's the best thing I could have ever done for my business.
- How stirring a **pot of spaghetti** changed my entire perspective on productivity.
- What a **jar full of marbles** sitting on my desk taught me about how we think of our day
- The phrase I continually said to my kids growing up I now believe is **the worst advice I could possibly give** (and, yes, I think they'll need therapy because of it).
- What ancient South Pacific Islanders can teach us about **setting the right goals**.
- Why I believe you should **throw away your to-do list** because it's sabotaging your success.
- The science-backed truth about **how we think about Natalie Portman** affects our goals.
- How a warehouse of **damaged products** changed how I set my boundaries.
- How a **towel bar** taught me to embrace my limitations and make life better (and neater).
- Why I believe **every person has the ability to affect 80,000 people** in their lifetime—even with no platform or fame





Tanya Dalton

PLATFORM



SOCIAL MEDIA MANIFESTO

On January 1, 2022, I made the intentional decision to leave social media. It wasn't something I did lightly, I chose to take a stand because most of these platforms do not align with my values. In my opinion, they make communication less authentic and less meaningful, and I believe these platforms often divide rather than bring us together.

Tanya

Learn more at: TanyaDalton.com/social

EMAIL LIST

Email is the #1 way we engage with our followers. Since exiting social media, our email open rate has jumped to an average of 45%, and we receive hundreds of emails each month from fans suggesting topics, asking questions, and expressing gratitude for Tanya's life-changing content.

17K+	95%	42%	36%	93%
TOTAL SUBSCRIBERS	WOMEN	25-34	35-44	U.S.A

TOP 10 BUSINESS BOOK OF THE YEAR

- FORTUNE MAGAZINE



EXPERIENCE

The Joy of Missing Out

Overwhelmed. Too many women are exhausted by all they strive to do, ending most days feeling unsatisfied and unsuccessful. Tanya Dalton, productivity expert and CEO of inkWELL Press Productivity Co., offers these women a liberating shift in perspective: feeling overwhelmed isn't the result of having too much to do — it's from not knowing where to start.

In her highly anticipated first book, Tanya inspires women to reject the pressure to do more, be more, and achieve more. She shows them how to focus on what's important to them and then helps them develop their own unique productivity systems. Through her proven liveWELL Method, Tanya provides actionable strategies with relevant exercises that help women to discover their purpose, clarify their priorities, simplify their lives, and finally achieve harmony by embracing the "unbalance" that is inherent in their lives. As a result, women discover they can finally live guilt-free, abundant lives — because living a life centered around their priorities results in more satisfaction and success, both at work and at home.

AVAILABLE NOW

from HarperCollins - in 8 languages

LIVE LIFE

On Purpose

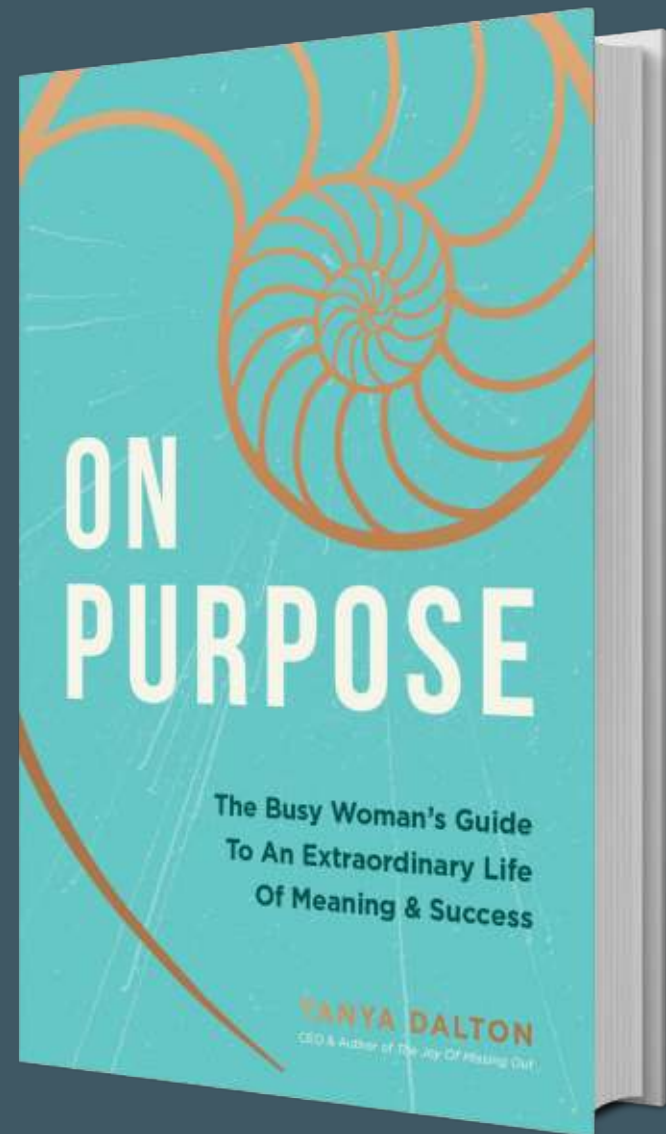
In her second book, Tanya Dalton helps you to define your purpose and live with intention...even if you feel you are too busy to pursue your big dreams. She offers cutting-edge research and thought-provoking real life stories of women and leads you through innovative, yet deceptively simple exercises designed to help you understand: how to create a map to your ideal future; actionable strategies to move forward with confidence; simple shifts to turn unexpected obstacles into opportunities; and daily steps you can take toward a more fulfilling life.

Dalton doesn't tell you what to think. She empowers you to choose how to think. Tanya doesn't help you fit in with the status quo; instead she shakes the foundation of how you view the world. Because it's your world, and it's filled with opportunities you might not even realize are there.

Living *On Purpose* isn't about changing who you are. It's about rising up and becoming the best version of you--adjusting your mindset so you can discover your daily choices. *On Purpose* will help you find the unhurried purpose that is hidden in each one of your days when you stay true to your soul's path.

AVAILABLE NOW

from HarperCollins



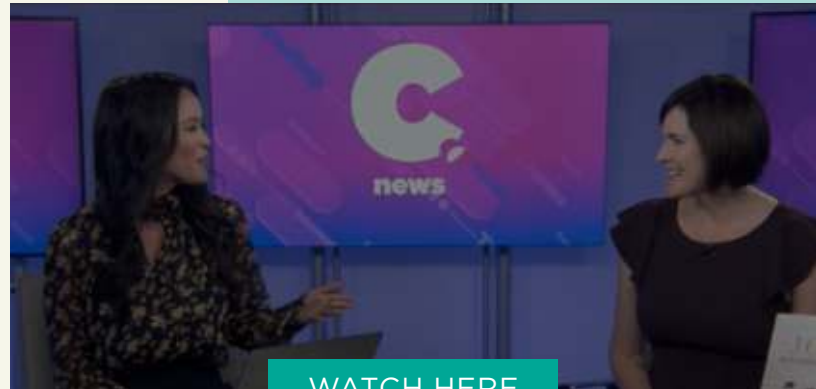
As Seen On

HALLMARK CHANNEL



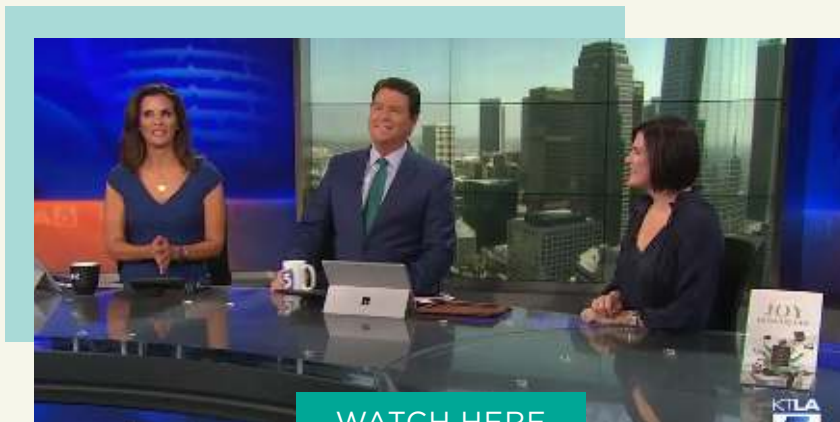
[WATCH HERE](#)

CHEDDAR NEWS



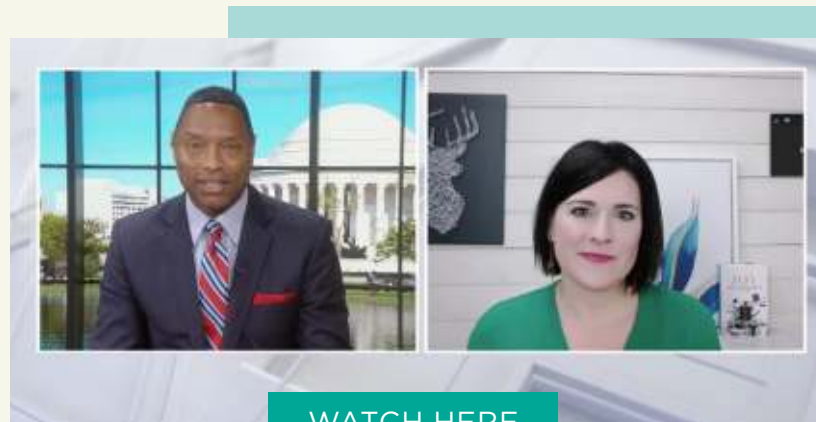
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KTLA 5 - LOS ANGELES



[WATCH HERE](#)

FOX 5 - WASHINGTON DC



[WATCH HERE](#)

As Seen In

FAST COMPANY

How Many Hours do You Really Need to work Each Week to be Productive?

[READ HERE](#)

Entrepreneur

Social Media Was Draining Me, So I Gave It Up. My Business Has Never Been Stronger.

[READ HERE](#)

Inc.

How This Entrepreneur Built a 7-Figure Business Out of a \$45,000 Blunder

[READ HERE](#)

REAL SIMPLE

Tackle Your Inbox for Good With These E-mail Management Tips from a Pro

[READ HERE](#)

BUSINESS INSIDER

How to Stay Productive While Managing Fear, According to a Productivity Expert

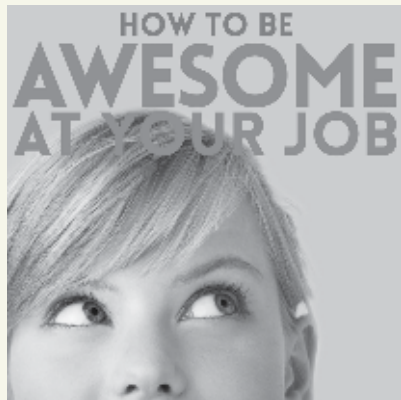
[READ HERE](#)

Forbes

3 Rituals To Adopt During a Crisis That Increase Productivity

[READ HERE](#)

As Heard On



TANYA HAS BEEN FEATURED ON 100+ POPULAR PODCASTS!

CHECK OUT TANYA'S [SPOTIFY PLAYLIST](#)

More Features

FEATURED IN



INQUIRES

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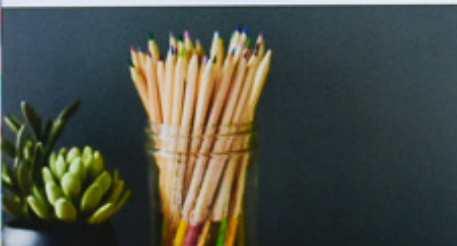
HEADSHOTS

WEBSITE

SIZZLE REEL

BOOKS

Follow Your Heart



Time
Management
Tips

MAKE A DAILY PLAN

Purposeful Productivity

Productivity is not about doing more...
its about doing what's most important.

