

## MEDIA ADVISORY

Tuesday, Feb. 26, 2019

## MEDIA CONTACT

Caitlin Copple Masingill, Full Swing PR  
e: [caitlin@fullswingpr.com](mailto:caitlin@fullswingpr.com) | p: 406-493-4281

# Cheekys Founder Jessi Roberts to Sign Books During Washington State Horse Expo

*Western apparel wholesaler, author of “Backroads Boss Lady” teaming up with Rietdyk’s Milling Co.*

RIDGEFIELD, Wash. (Feb. 26, 2019) – “Backroads Boss Lady” author Jessi Roberts, founder of Cheekys, the rural Idaho-based apparel manufacturing and wholesale apparel company, will mingle with Washington State Horse Expo attendees this Saturday. Roberts will sign and sell copies of her book in advance of national publication on March 5, teaming up with Rietdyk’s Milling Company owner Lucy Hegge.

“Jessi’s story is nothing short of incredible,” said Hegge. “I’m thrilled she’ll join us and share her story of grit, hustle, and heart with our community.”

**WHAT:** Meet “Backroads Boss Lady” Author & Cheekys Founder Jessi Roberts  
**WHEN:** Noon to 4 p.m. on Saturday, March 2, 2019  
**WHERE:** Rietdyk’s booth222 at the Washington State Horse Expo, Clark County Fairgrounds  
**INFO:** <https://www.facebook.com/events/376878289777489/>

**“Backroads Boss Lady: Happiness Ain’t a Side Hustle – Straight Talk on Creating the Life You Deserve,”** tells the inspiring story of how Roberts, a high school dropout, overcame unbelievable odds to turn a tiny shop in Idaho into a multi-million-dollar brand. Co-authored by serial New York Times bestselling author Bret Witter, the book is a celebration of giving everything for your family, as well as its honest, eye-opening look at the reality of modern small-town America from a woman FRBR (For Rural, By Rural) for life.

Roberts, a mother of four, had everything working against her – including an abusive past, poverty, self-doubt, and a community resistant to change – when she started a small store on Main Street in New Plymouth with \$7,000 in life savings. And yet, through hard work and smarts, Cheekys became an on-line clothing and accessories boutique with millions in annual sales and a national following of more than 2 million die-hard fans known as “Cheekys Chicks.” “Backroads Boss Lady” has drawn national interest from Forbes, the public radio show Marketplace, and Real Simple Magazine, among others, and this is an opportunity for local and regional journalists to connect with Roberts ahead of the release date.

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## ABOUT CHEEKYS

Cheekys engages more than 2 million people each week on its Facebook page and is carried in over 4,500 stores. Jessi was recently named to Idaho Business Review's Women of the Year, while Cheekys was named one of the fastest growing companies in America by *Inc.* magazine and a top five boutique in the world by the sector's largest trade association.

Website: [www.cheekysboutique.com](http://www.cheekysboutique.com) | Twitter: [@CheekysChicks](https://twitter.com/CheekysChicks) | Facebook: <http://facebook.com/cheekysbrand>

# BACKROADS BOSS LADY

*Happiness Ain't a Side-Hustle – Straight Talk on Creating the Life You Deserve*

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## **ABOUT THE BOOK**

**Grand Central Publishing Hardcover ▪ On-Sale Date: March 5, 2019 ▪ \$27 ▪ ISBN: 9781538745731**

**E-book ▪ ISBN: 9781538745717 ▪ \$13.99**

**Downloadable Audiobook ▪ 9781549113468 ▪ \$25.98**

## **ADDITIONAL PRAISE for JESSI ROBERTS, CHEEKYS & BACKROADS BOSS LADY**

"With grit, humility, common sense advice and entrepreneurial wisdom, BACKROADS BOSS LADY serves up a manifesto on how to do everything from overcome haters to persevere in business. If you hit a period where you can't go another step, this book will make you feel like running a mile." —**Lee Woodruff**, #1 *New York Times* bestselling author

"Jessi's story teaches us never to give up on our dreams. Filled with both inspiration and action, this book will get you back on the path to manifesting your greatest vision, in business and beyond." —**Mike Michalowicz**, author of *Profit First*

"Engaging over 1 million each week on their business Facebook page, the engaged superfans, Cheekys Chics are some of the most active you'll find." —  
**TheBoutiqueHub.com**

## *Key Themes*

### **A CLASSIC BOOTSTRAP BUSINESS STORY:**

35-year-old mother of four turns a tiny story in an even tinier town (1536 people, NO stoplights) into a multi-million-dollar online business.

### **THE PATH TO SUCCESS:**

Cheekys started out as a tanning salon that sold a few purses and evolved over time into a multi-million-dollar retail business. *Backroads Boss Lady* tells the story of that success, wrought from many failures, misfires, adjustments and experiments, always with keen attention to its customer base. It's a thrilling business story from an unlikely entrepreneur – who risked everything for Cheeky's success – with important lessons along the way.

### **CHEEKYS IS FRBR (For Rural, By Rural):**

This is a business in a rural town that hires rural workers and caters to rural women and has NO desire to reach anybody else—so it stays mostly invisible to the greater world. Customers love that authenticity; you can't fake what Cheekys has.

### **A WOMEN'S BUSINESS:**

Of the 30 employees at Cheekys, 27 are women from the area, where jobs for women are scarce. There are also 10-12 women who work part-time for Cheekys scattered around the country.

### **MORE THAN A BUSINESS, A SOCIAL NETWORK:**

Cheekys has 500,000 customers, but more than 1 million people who watch its Facebook livestreams. Many comment—both to Cheekys and to each other. People think social media is mainly for teens, but that's not true. This store is also a huge social media network for isolated rural women who want to see and communicate with others like them.

### **WINDOW INTO THE BOUTIQUE WORLD:**

Jessi is at the top of a boutique industry that contains more than 10,000 American women running small, mostly internet-based businesses and

more than 20 million total customers. This is the way rural women shop now—and often they move on from shopping to selling. Cheekys is a perfect window into this larger phenomenon.

### **CHALLENGE OF RURAL BUSINESS:**

Most rural businesses fail because there is no infrastructure to support them, such as incentives from local governments, ready capital, or access to loans. It's even worse for women, who are often not taken seriously by rural leaders. Cheekys endured these struggles but has flourished despite them.

### **OVERCOMING ABUSE:**

Jessi has overcome terrible abuse, both in her childhood and in dealing with the legal system regarding custody of her children. Seven Cheekys employees—in addition to Jessi—have suffered abuse. One employee had two sisters murdered in domestic incidents. It's hard to be a woman, especially in working class environments. This is a powerful *and important* story for anyone who has suffered or works with people who have suffered abuse.

### **GIRL POWER:**

Jessi sees other boutique owners not as competition, but as women she can work with and help succeed. They have families to feed just like me, she says. Why would I want to harm them? This book is about why women should stick together and support each other, and how powerful that can be.

### **THE REAL STORY OF WHAT RURAL AMERICA IS LIKE RIGHT NOW:**

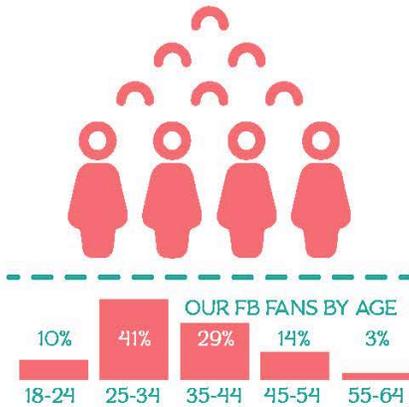
Well, this is it—straight from inside the fishbowl.

JESSI ROBERTS AND *Cheekys* BY THE <sup>No Bullshit</sup> 1<sup>st</sup> NUMBERS

**69,023**  
UNIQUE RETAIL CUSTOMERS  
ACTIVELY REGISTERED AT  
CHEEKYSBOUTIQUE.COM

**24,800**  
UNIQUE CUSTOMERS  
ACTIVELY REGISTERED AT  
CHEEKYSAUCTION.COM

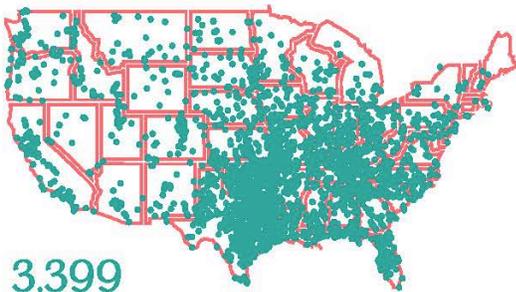
**16,000**  
ACTIVE MEMBERS  
OF THE CHEEKYS AUCTION  
FACEBOOK GROUP



**40,000**  
VETTED MEMBERS IN  
PRIVATE RETAIL GROUPS  
WITH ENGAGEMENT OF  
150,000+ COMMENTS,  
REACTIONS & VIDEO  
VIEWS EACH MONTH

**4,000**  
NEW VETTED MEMBERS  
OF PRIVATE GROUPS  
EACH MONTH

WHEN WE LOOK AT OVERLAPPING, WE ALWAYS REFER BACK TO THE NUMBER OF UNIQUE RETAIL CUSTOMERS. THESE ARE THE PEOPLE ACTIVELY REGISTERING ON OUR SITE AND THIS NUMBER IS ALWAYS GROWING.



**3,399**  
UNIQUE WHOLESALE CUSTOMERS  
WITH ESTABLISHED RETAIL OUTLETS  
ACROSS USA, CANADA & AUSTRALIA

**6-10**  
NEW WHOLESALE ACCOUNTS OPENED  
EVERY DAY

STATES WITH THE MOST RETAIL  
OUTLETS CARRYING CHEEKYS BRAND:  
OKLAHOMA, MISSOURI, TEXAS, FLORIDA,  
LOUISIANA, AND TENNESSEE



**1.5 - 2 MIL**  
PEOPLE REACHED  
EACH WEEK

**413,000**  
FOLLOWERS ON  
CHEEKYSBRAND  
FACEBOOK PAGE

**1.5 MIL +**  
VIDEO VIEWS IN  
APRIL 2018 ALONE

\*JESSI HAS BEEN DESIGNATED A "POWERADMIN" BY FACEBOOK ENGINEERS. THIS ELITE GROUP OF USERS ARE TRACKED BY FACEBOOK. THEIR PRACTICES AND HABITS HELP ADVISE NEW FEATURES, CONTROLS AND DEVELOPMENTS FOR FACEBOOK COMMERCE

CONSIDERING THE QUALITY OF OUR RELATIONSHIPS WITH WHOLESALE CUSTOMERS, OUR PROMOTING CAPABILITIES, AND THE SHEER NUMBER OF STORES THAT CARRY OUR PRODUCT, WE ARE CONFIDENT THAT A COMPREHENSIVE IN-STORE TOUR WITH JESSI COULD BE COORDINATED IN SHORT ORDER. FACEBOOK LAUNCH PARTIES AND PROMOTION COULD BE EASILY ARRANGED WITH SHOP OWNERS, AS MANY OF THEM ALREADY PRODUCE AND POST PROMOTIONAL VIDEOS ON THEIR OWN.

**500,000 +**  
UNIQUE VIEWERS  
ON PINTEREST  
PER MONTH

THE VERY FIRST PIN ON  
BACKROADS BOSS LADY  
ENGAGED OVER 11,000  
PEOPLE IN THE FIRST  
FEW DAYS



**24,000**  
INSTAGRAM FOLLOWERS

**150,000**  
IMPRESSIONS PER WEEK

BACKROADS BOSS LADY  
GATHERED 200 FOLLOWERS  
ON ITS LAUNCH NIGHT WITH  
NO ANNOUNCEMENT OR  
ADVERTISEMENT



**CHEEKYS  
PHONE APP**  
SET TO LAUNCH  
JUNE 1ST FOR IPHONE  
AND ANDROID