

ASJ

APRIL SMITH JONES

The life pivots and mindset you need to build a successful self-running business, empowering those you love, or who work for you, to create the freedom you need to achieve more and have a wonderful family life, April Smith Jones shares it all.

“April Jones is the hottest, freshest voice of reason for this decade.”

– Influencer

GET OUT OF YOUR OWN WAY

TO GET EVERYTHING YOU WANT



Book April For Your Next Show or Event!

What April shares with your audience

April learned a lot from her childhood in South Central L.A., being a wife and a mother, raising three successful children while building up her law firm to become a multi-million-dollar, self-running business.

Her rich and eventful life shaped the mindset and the methods she applies to everything she does to get the results she wants.

She shares the systems she has used to build a successful enterprise, how to manage and empower people and how to balance it all with family life.

Why April's Life Pivots

Whether people, business, winning or losing, every day comes with a lesson, something that will help you progress.

April's pivots are the real-life experiences that shaped her wisdom to get out of her own way to get whatever she wants.

Format and Delivery

As a voice of reason, April is grounded. She is also fun and delivers her business, and life wisdom in a manner unique to her. Her friends call them "Aprilisms".

Her lively and friendly personality coupled with her vast business and legal experience makes of her an ideal guest for TV, Morning Shows, Radio, Podcasts, YouTube Shows, Events or as a Keynote Speaker.

Keynotes and Events

April can adapt her talks to fit any speaker slot from 20 to 90 minutes, as well as sell her Life Pivot Mentoring Programs from stages. Her unique approach to success is grassroots and refreshing and engages audiences. People don't forget April.



Specialty Topics

In addition to her Life Pivots, April is first and foremost an accomplished businesswoman, entrepreneur and lawyer. She is knowledgeable on a wide range of topics. Below are a sample selection of such topics:

Post-pandemic Entrepreneurialism

Black Women-owned Business Predictions

Resident Legal Expert: These Are Your Rights

Creating a High-growth Self-running Business

April Jones Doesn't Believe in Recessions

What Happens When Business Meets Divorce

Top Trending Things You Need To Know About The Law & Courts

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Whatever it takes

I was raised by a single mom in South Central L.A., graduated from UC Berkeley and UC Hastings College of Law and went on to build a multi-million dollar law practice. I got married to a wonderful man, and found the balance between business and family to raise three successful and fulfilled children.

I share with my audience the secrets to building self-running businesses and the life pivots needed to get what you really want for your life, family and business.

My take: Do whatever it takes. Tune your brain to see the opportunities that surround you all the time. You will be surprised how quickly it happens once you decide to pivot.

“It’s about tuning your brain in to see opportunities that are surrounding you all the time.”



April Smith Jones Life Pivots

April has codified her life philosophy and what she did to succeed into powerful anecdotal pivot cards that provide the basis for her upcoming book to be published in 2023. Her belief is that anyone can fight to have the life they want and deserve. It starts with empowering yourself to empower others and getting out of your own way.

While building her own highly successful law firm, Jones and her husband, Darryl (who also was raised in South Central LA), raised three extraordinarily successful children—a USC-educated Grammy Award-winning musician; a rocket scientist who played football for Princeton, worked for SpaceX building rockets and is now getting his MBA in business at Harvard; and a Harvard-educated neuroscientist who was in the top 10 of Miss America contestants and is currently studying for her neuroscience PhD.



Achievement and success is a mindset in the Jones household, driven by a whatever it takes philosophy and never giving up.

INTRODUCING

TIME OF YOUR LIFE PIVOT CARD DECK

Discover the pivots to building a great family, a self-running business and creating for yourself the freedom to get whatever you want



Personal experiences that shape your business perspective

Some of April's favorite pivots

Nothing is impossible!

When my son Brannon was 7, he said to me "I want to fly!" I asked him how would that be possible. Thinking about it a bit, he answered:

"I need hollow bones."



My takeaway

Not much is achieved by saying "impossible" to a dream. The smarter way is to ask what conditions are required to make it come true.

What happens when we make the impossible possible?

Brannon went on to play football at Princeton, worked at Space X, and is now getting his MBA at Harvard.

Are you ready to create the conditions that will allow you to achieve the impossible?



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Personal experiences that shape your business perspective

Some of April's favorite pivots

Be a Trailblazer

Growing up, my daughter Ellery would go out in our backyard and the boys would monopolize the main track. I would suggest we go to the other side of the house and encourage her by calling her my little trailblazer girl.

She took it to heart, and she became a real trailblazer. She fearlessly played flag football and became the fastest.



My Takeaway

When you decide to be your own person and make your own way regardless of others, you achieve much more and on your terms.

What happens when you become a trailblazer?

In Ellery's case, she is now studying for her PhD in neuroscience and was a runner up for Miss America.

Fear will stop you from unleashing all that is wonderful and unique in you.

Being a trailblazer is always the best option.



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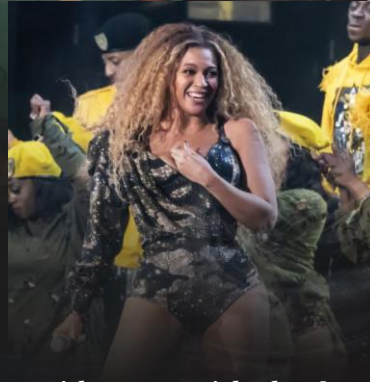
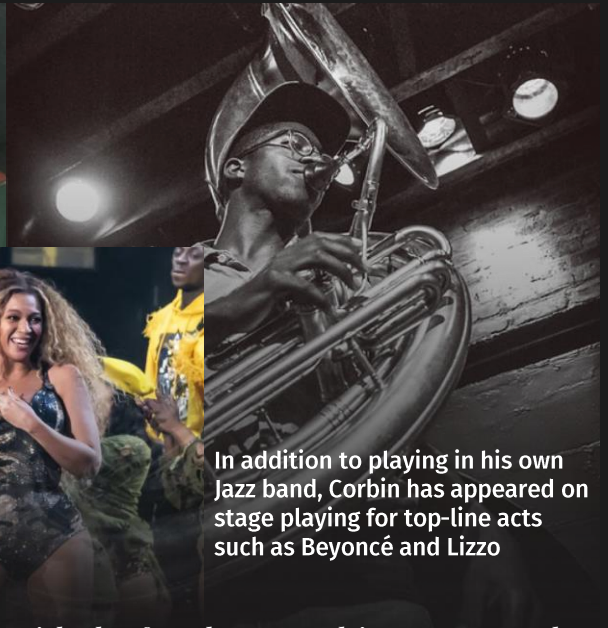
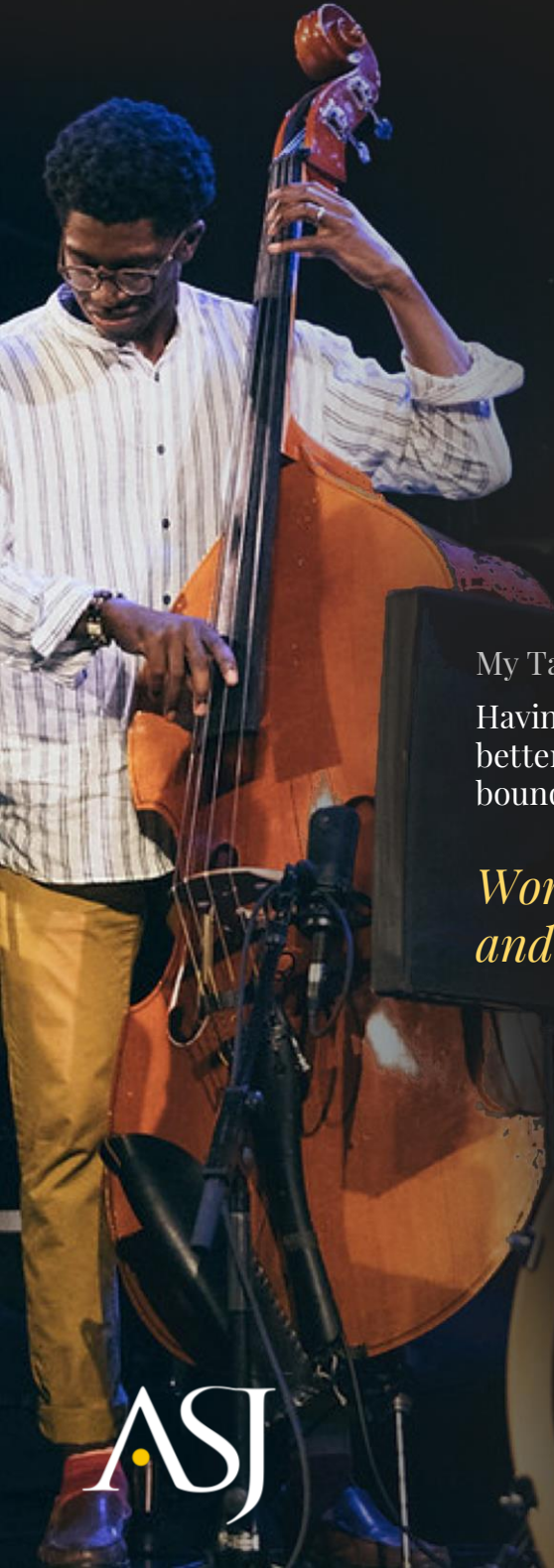
Personal experiences that shape your business perspective

Some of April's favorite pivots

Create a Container

My son Corbin is a Grammy-Award winning jazz musician and plays no less than 13 instruments. He has his own 17-piece band.

One day we were talking about following the rules, he explained how they were all playing in G Minor, but his band could do whatever they wanted within that space.



In addition to playing in his own Jazz band, Corbin has appeared on stage playing for top-line acts such as Beyoncé and Lizzo

My Takeaway

Having a construct provides you with the freedom to achieve more and better. It's like soccer. You have boundaries and rules but within those boundaries, you can do whatever you want to win.

Work hard. Play hard. Create the freedom to party and live as if every day is Friday.



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Personal experiences that shape your business perspective

Some of April's favorite pivots

Parent your way out of a job

For me, love is teaching those to whom you are closest how to be strong. Having the strength, time, and freedom to pursue your dreams and become the better version of yourself is the greatest gift life gives us.

Fast forward to today and applying this philosophy to every aspect of my life, my goal has always been to have a business that runs itself.

I created the firm that wasn't available to me when I started so that people could practice law, live well, and get great pay. Now, 20 years later I am able to be the creative visionary and work ON my business and not IN it.



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In addition to the life and business pivots that define April as a successful entrepreneur and a fulfilled woman, she also addresses current issues impacting our personal and professional lives.

Post-pandemic Entrepreneurialism

The world we knew has changed. The bad news is that we need to change our business model. The good news is that change creates an opportunity-rich environment that you can leverage to your advantage.

Black Women-owned Business Predictions

Black female entrepreneurs are capable of extraordinary results and beating the curve to earn big just by being smart. I share my market and community knowledge to help black women get ahead.

Resident Legal Expert: These Are Your Rights

With almost three decades practicing law, it never ceases to amaze me that most people do not know their rights under the law. My goal is to educate as many people as possible to protect themselves.

Creating a High-growth, Self-running Business

Having been a super-achiever, a busy professional and a loving mother who wanted an opportunity-rich and fulfilled life for each of my children, time was the commodity I lacked most. I developed empowering methods to free myself from my business so I could focus on what is most precious to me.

April Jones Doesn't Believe in Recessions

We create our own reality, and we are responsible for our destinies. In 2008, like many, I thought it was the end of my business. The team and I doubled down and we not only survived, we grew our business. This is the message I want all entrepreneurs to hear; adversity is your best friend.

What Happens When Business Meets Divorce

Divorce is a fact of life. But what happens when you have a business, and you could lose it too?

Knowing the law can make the difference between an amicable settlement and losing it all. I share my experience with numerous clients to help anyone in that situation negotiate a better future.

Top Trending Things You Need To Know About The Law & Courts

The law is being made everyday. We have the Constitution, but the reality is that the entirety of court rulings in the US create precedents almost daily. Knowledge helps you navigate and protect yourself. I want to bring to the attention of a wide audience what is changing and what it means for them.



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