



NOELL JETT

CREATIVE FORCE OF JETT SET FARMHOUSE & AUTHOR

www.jettsetfarmhouse.com



About Noell Jett

Noell Jett is the creative force behind the popular Jett Set Farmhouse, where she and her husband Daniel, along with their four children, share their lives, DIY tips, cleaning and organization hacks, recipes, homeschooling advice, and their home building journey with their millions of followers on TikTok and Instagram. In her debut book, FROM THE GROUND UP: BUILDING A DREAM HOUSE —AND A BEAUTIFUL LIFE— THROUGH GRIT AND GRACE, Noell tells her incredible life story of growing up in an impoverished family with extremist religious beliefs, breaking free from the shackles of her past and building a life that she loves. The book shares the story of how she and her husband Daniel built their dream house with their own hands - and with the help of savvy social media marketing.

What Makes Noell Special?

- Noell has no formal training in construction, architecture or design, but shared a dream with her husband Daniel to build their own farmhouse, on a modest budget and almost entirely themselves. What they couldn't figure out on their own, they learned from friends, YouTube tutorials, and lots of research. Flash-forward to today, Noell and Daniel have built their dream home, completed another full-renovation project on a century-old farmhouse and been featured in national publications including Yahoo!News and INSIDER, for their helpful and approachable home advice.
- As a mom of four, with one more on the way, entrepreneur, social media marketer and homemaker, Noell's wealth of knowledge allows her to share practical tips and advice with her followers. Noell's viral TikTok videos have amassed hundreds of millions of likes, as she shares helpful tips and tricks from how to frame a house to how to make egg noodles from scratch, tips for organizing your pantry and the best way to seal your grout.
- Previously, Noell wasn't social media savvy and thought Instagram was an app for adding filters to her pictures. After noticing someone who chronicled their home building experience on Instagram, Noell thought she'd do the same, and discovered the world of social media marketing. She quickly amassed more than 388,000 followers on Instagram and more than 4.4 million followers on TikTok, forging sponsorships that provided them with over \$500,000 in materials and allowed them to build their dream home in St. Augustine, Florida.
- Noell's determination and self-taught DIY skills strike a chord with her followers, inspiring and encouraging them to try new things and have faith in themselves. In FROM THE GROUND UP, Noell shares that she is no stranger to overcoming hardship and living beyond the confines of her past. Noell encourages and inspires her followers to never give up on their dreams—no matter what challenges they face—and to push past their fears. Deeply rooted in her faith, Noell believes in the power of restoration and lives this belief out in her business and personal life.

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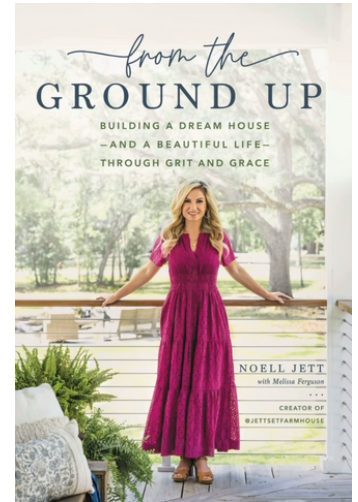


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Suggested Interview Questions

- You and your husband built your dream home almost entirely on your own –tell us about that journey and why it was important to you both to build a home together.
- Do you have a background in design or construction? How did you two know what to do to make your dream come to fruition?
- What challenges did social media marketing present to you and Daniel while you were building your home?
- Other than the home build, what else do you share about on social media?
- As a mom of four, you have plenty of experience when it comes to organizing and keeping your home clean and tidy. What are your secrets?
- You recently sold your dream home. Why?! What's next?
- What do you want people to take away from following you and your family?
- Your book, *From the Ground Up: Building a Dream House—and a Beautiful Life—through Grit and Grace* released earlier this year. What do you share in that book?
- What inspired you to step out of your comfort zone and begin building your dream home even though you had no experience?



Suggested Interview Topics



- Hold tight to your dreams: why we wanted to build our own home
- How we built our house on our own, with no experience
- The benefits of building your own home
- Building your own home? Here's what you need to know.
- How to DIY your dream home
- Budget building 101
- How to deep clean your kitchen sink (or any other item/place in your home)
- The secret to staying organized with four children
- How social media marketing built our dream house
- 5 ways to instantly freshen up your decor
- Hardship, depression and self-doubt: How to live beyond the confines of your past Encouragement to take that life-changing leap of faith

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