

John Jacobs & Bert Jacobs

Co-Founders of "Life is Good"

Bert and John Jacobs are co-founders of the \$100 million lifestyle brand Life is Good. When they started the company in 1994, they had \$78 in their pockets, lived out of their van, and sold t-shirts on the streets of Boston. Was this their way of avoiding the “real world”? You betcha. Did it turn into something much bigger? Absolutely.

Ever since they sold their first t-shirt 25 years ago, Bert and John have been on a mission to spread the power of optimism. Since day 1, they have been inspired by a vibrant community of resilient optimists—people of all ages who identify deeply with the brand and have shown Bert and John, time and time again, the depth and meaning of the three words “Life is Good”.

These resilient optimists inspired the brothers to do business for good. Life is Good is a fully integrated for-profit/non-profit company, and at least 10% of its annual net profits benefit the Life is Good Kids Foundation directly—a program that helps over 1 million kids overcome the impact of poverty, violence, and illness each year.

Bert and John co-host the Life is Good Ping Podcast, where they talk with some of the world’s most influential thought leaders—like Ringo Starr, Katie Couric, and Scott Avett—about using optimism as a practical tool for overcoming adversity and leading a fulfilling life. Their book, *Life is Good The Book*, was published in 2015 by National Geographic and has sold over 300,000 copies to date.

Bert and John have spoken at a wide range of corporate and thought leadership conferences, including Inc 5000, Morgan Stanley, SAP Sapphire, Indeed Interactive, Discover, Bose, and more. They have been featured in *Forbes*, NPR’s *How I Built This*, CNNMoney, CNBC’s *Business Nation*, ABC News’ *Nightline*, NBC’s *The Today Show*, *The New York Times*, *The Wall Street Journal*, *Inc. Magazine*, and *Men’s Health Magazine*, among others
