

BROOKE JONES

Meet the sexual Wellness Company Founder Who Achieved Multi-Millionaire Status by Turning Her Social Media Popularity into an 8 Figure Business

Drawing from her personal Hidden Vault filled with hustle and tenacity to create generational wealth for her sons, this entrepreneur started her now 8-figure business from the garage of her home in New Orleans, LA. Brooke Jones, Founder and CEO of The Hidden Vault, takes pride in having built her business from a \$5,000 investment to a thriving multi-million-dollar sexual wellness brand. With a desire to destigmatize the idea of sex and create a safe space for consenting adults to explore their sexuality, Jones capitalized on her social media presence to develop and market a unique line of products aimed at celebrating sexual wellness while maintaining discreteness.

As a single mother of four, Brooke found herself spending countless nights on Google, YouTube, and other social media sites, searching for the most impactful way to build her brand. She learned quickly how to form a Limited Liability Company (LLC), source products, and use ambassador/influencer marketing to promote her brand. Understanding her audience demographics was the key to success for Jones. By reviewing her social media insights and engaging with her community in comments, Jones discovered that the male audience would be the perfect target customer for her brand. Jones worked tirelessly with manufacturers to create the Energy Massage Oil (drops) for Men. While she was confident that her community would at least like the drops enough to support, Jones became humbled by the overwhelming support of her products which soon grossed millions of dollars in sales.



Launched in 2019, The Hidden Vault continues to promote sexual health and wellness in a discreet way for its customers. A true entrepreneur, Jones continues to expand her product offerings to sell products specifically designed for women, couples, and the LGBTQIA+ community. With The Hidden Vault making millions on its own, Jones is now focused on expanding her empire for her sons. She has recently purchased investment properties, including a multi-unit apartment complex in Louisiana. Jones has also released a book, *From Bars To Boss*, chronicling the life experiences that led to her success as a businesswoman. With a goal to inspire more women to invest in their dreams, Brooke Jones' future includes more books, speaking engagements, and community outreach events.