

MEDIA KIT

Rooted & Rising

Building a Life That Holds You While You Grow

A Debut Book by Bukky Osifeso



Nigerian-American Writer · Yoruba Heritage · Founder, The TAG Group

Available Now

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About the Book

From the outside, your life looks right. The roles you carry. The things you've built. The version of you the world sees. So why does something still feel off?

Rooted and Rising is an honest, deeply human invitation to stop performing a life and start living one. In a world that praises endurance and mistakes exhaustion for ambition, Bukky Osifeso — a Nigerian-American writer of Yoruba heritage — offers something different: a path back to yourself, grounded in presence, self-trust, the quiet courage to stop carrying what was never yours to hold, and the wisdom of a tradition that has been teaching this for generations.

Each chapter opens with a Yoruba proverb passed down through Bukky's mother and the elder women of her family. These proverbs are not decoration. They are the bones of the book. An appendix at the back honors each proverb in greater depth, so the wisdom is preserved not just in chapters, but as something the reader can return to long after she has finished reading.

This book is for the woman who built something real — a career, a home, a family, a body of work, a quiet creative life, a season of caregiving, a self she had to rebuild more than once. Whether she is searching, arriving, climbing, building a life the world has not yet learned how to applaud, or holding space for other women to do all of the above — she is exactly who this book was written for.

This is not a book about doing more. It's about returning — to your values, to your own voice, to the version of you that existed before you learned to earn your worth.

"You don't rise by leaving yourself behind. You rise by standing fully where you are."

— from the closing chapter of *Rooted and Rising*

About the Author

Bukky Osifeso is a Nigerian-American writer of Yoruba heritage, raised on the proverbs of her mother and the elder women in her family — a chorus of aunties, grandmothers, and cultural custodians who spoke wisdom the way others speak weather. Those women shaped her long before her career did. They are the reason *Rooted and Rising* opens every chapter with a Yoruba proverb, and the reason an appendix at the back of the book honors each one in greater depth.

Over the last twenty years, she built her career inside some of the world's most recognized organizations, including Amgen, Netflix, and Disney, before founding The TAG Group, an AI-native People Strategy consultancy that brings senior People leadership to founders and executive directors who need it but cannot justify a full-time hire.

Her work has never been only about leaders in formal roles. She writes for and speaks to the woman who leads a household, a community, a creative practice, a quiet life of caregiving — the woman whose contribution does not always appear on a résumé but holds entire worlds together.

She is also a wife of nearly seventeen years, a mother of three, and a woman who has lived every tension this book explores — between ambition and presence, between strength and softness, between the life that looks right and the one that actually feels true.

For three years running, Bukky has kept a daily practice of walking, no exceptions — a discipline that has shaped both her thinking and much of the book. She lives in California with her family.

Rooted and Rising is her first book.

FOR IMMEDIATE RELEASE

New Book *Rooted and Rising* by Bukky Osifeso Invites Women to Come Home to Themselves While They Continue to Grow

A debut work by a Nigerian-American writer of Yoruba heritage, for women who built something real and are quietly wondering when they get to be themselves again.

For millions of women, success is measured in what the world can see. A thriving career. A full calendar. A capable, competent life that appears effortless from the outside. Yet behind those visible accomplishments, many quietly carry exhaustion, invisible labor, and the growing sense that somewhere along the way, they lost touch with themselves.

In her debut book, *Rooted and Rising: Building a Life That Holds You While You Grow*, author Bukky Osifeso offers a different invitation. Rather than asking readers to work harder, hustle louder, or achieve more, she extends an unusual promise for a book in this category. She is not here to ask women to do more.

"I did not write this book to ask women to do more. I wrote it to say something quieter, that the woman the world sees and the woman in the quiet can, and should, finally be the same person," Osifeso says. "Every chapter of this book opens with a proverb from my Yoruba tradition, the wisdom of my mother and the elder women who raised me, because I did not want to write about coming home to yourself while reaching past my own inheritance to do it."

A BOOK ROOTED IN CULTURAL LINEAGE

What most distinguishes *Rooted and Rising* from other books in its category is its cultural architecture. Osifeso, a Nigerian-American writer of Yoruba heritage, opens every chapter with a Yoruba proverb passed down from her mother and the elder women in her family. An appendix at the back of the book, *The Yoruba Proverbs in This Book*, gathers each proverb again with its deeper meaning, cultural context, and the story of how the author encountered it.

Proverbs woven through the book translate to sayings like "the fingers are not equal," "character is beauty," and "time is the king of truth." In their original Yoruba, each proverb appears at the opening of its chapter, and again in a dedicated appendix, *The Yoruba Proverbs in This Book*, with full diacritical markings and cultural context. The book positions Osifeso not as an author reaching for borrowed wisdom, but as a steward bringing forward her own tradition for a global readership.

WRITTEN FOR SIX WOMEN

Osifeso deliberately structured the book to hold space for six distinct readers: the searching woman who has arrived at success but feels disconnected from herself; the arrived woman who has done the work and simply wants to be seen without qualification; the climbing woman still on the rise who wants to grow without abandoning herself along the way; the quiet builder whose full life was never a corner office; the uncharted woman who is not a wife, not a mother, and not on any conventional timeline; and the space-holder, the coach, facilitator, or leader who brings books to retreats and creates space for conversations that matter.

"All of these women are, in many ways, the same woman at different points on the same journey," Osifeso writes in the book's introduction. The framing has made *Rooted and Rising* particularly well suited for book clubs,

women's circles, corporate women's networks, and leadership retreats.

A NEW LANGUAGE FOR WOMEN TIRED OF THE OLD ONE

Throughout the book, Osifeso introduces a framework she calls *"Let Them. And Let Me."* Building on Mel Robbins' widely known *"Let Them"* theory, Osifeso extends the phrase with her own contribution: *"Let me choose a pace that keeps me well. Let me be loving without being limitless. Let me live this life as though it actually belongs to me."*

The book also features Sena, a composite character whose journey reflects the experiences of many women balancing careers, families, leadership, and personal aspirations. Through Sena's story, and through Osifeso's own reflections, the book offers language for feelings many women have carried without words: *"You can love your life and still feel overwhelmed by it." "Friendship should feel like coming home, not like a performance review." "What is mine to carry, not what I can carry, not what I have always carried, but what is truly mine?"*

Each chapter also includes a *"Practice to Carry"* box, a compact, self-contained tool the reader can return to whenever she needs it. Practices include *The Invisible Load Inventory*, *The Guilt Diagnostic*, *Language for the Clean No*, and *What Is Mine to Carry?*

A TIMELY CONVERSATION

Rooted and Rising arrives at a moment when public conversations about burnout, women's mental health, the mental load, and the demand for cultural specificity in personal development publishing have reached a new intensity. As readers move away from generic wellness advice toward books that carry cultural depth and specificity, Osifeso's contribution offers a substantive addition to a category that has often lacked either.

The book's central line, drawn from its closing chapter, captures its essential argument: *"You don't rise by leaving yourself behind. You rise by standing fully where you are."*

For full publication details, author biography, and press contact information, see the following pages of this kit.

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Press Coverage

Following the announcement of *Rooted and Rising*, coverage of the book's release appeared across the following outlets:

24-7 Press Release

[Read the announcement →](#)

The Atlanta News Journal

[Read the announcement →](#)

American Press

[Read the announcement →](#)

The Baltimore News Journal

[Read the announcement →](#)

Capital Press

[Read the announcement →](#)

For additional press coverage, interview requests, or a copy of the original press release, please contact press@rootedandrising.io.

Key Talking Points

Suggested angles for interviews, podcasts, and features. Bukky can speak to any of the following in depth.

Sustainable excellence, not endurance

Why ambition built on endurance eventually costs women more than it gives — and what a different foundation looks like, drawn from two decades inside Amgen, Netflix, and Disney.

The art of the clean “no”

Why most boundary advice fails women, and the specific language that makes a boundary land without an apology attached to it.

Bringing forward a wisdom tradition

What it means to write a book for a global audience while centering Yoruba proverbs passed down through her mother and the elder women in her family — rather than reaching past her own inheritance for borrowed language.

The invisible load

What high-functioning women carry that no one else sees — and why gratitude and exhaustion are not mutually exclusive.

Motherhood without self-erasure

Why the most loving thing a mother can do is refuse to disappear, and what it looks like to raise children who watch you stay yourself.

“Let Them. And Let Me.”

Building on Mel Robbins' widely known “Let Them” framework, Bukky's extension gives women language for staying connected to themselves while releasing what they cannot control.

Grief, rebuilding, and what stays rooted

Written in the wake of losing both parents within three months of each other, the book explores what it means to rebuild a life without abandoning what was planted before the loss.

Quotable Lines from the Book

A selection of lines suitable for pull-quotes, headlines, and social graphics.

“You don't rise by leaving yourself behind. You rise by standing fully where you are.”

“I am not here to ask you to do more.”

“You can love your life and still feel overwhelmed by it.”

“Friendship should feel like coming home. Not like a performance review.”

*“What is mine to carry? Not what I can carry. Not what I have always carried.
What is truly mine?”*

“If you don't choose your boundaries, your body will choose them for you.”

“A boundary is the surface of the water. It is the line between the world that needs everything from you and the part of you that needs nothing more than to be left alone, briefly, to come back to itself.”

“Motherhood can quietly become the place where you disappear the most.”

“The fingers are not equal. Stop measuring your finger against someone else's.”

“Time is the king of truth. It will tell on you eventually — so you might as well listen sooner.”

Publication Details

Title:	Rooted and Rising: Building a Life That Holds You While You Grow
Author:	Bukky Osifeso
Publisher:	USA Book Publishers
Availability:	Available Now
Format:	Hardcover, eBook
ISBN / ASIN:	1911848100
Suggested Retail Price:	Hardcover \$28.99 · eBook \$10.99
Pages:	Approximately 220
Category:	Self-Help / Personal Growth · Women & Business
Comparable Titles:	Untamed (Doyle) · Set Boundaries, Find Peace (Tawwab) · Drop the Ball (Dufu)
Order the Book:	amazon.com/dp/1911848100

[Order Rooted and Rising on Amazon →](https://amazon.com/dp/1911848100)

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Review copies, interview requests, and speaking inquiries are welcome. Bukky is available for podcast interviews, print and online features, keynote engagements, and book club appearances.

Rooted in truth. Rising in love.