



PERSIA LAWSON

Dating & Relationship Expert | Speaker | Author | Podcast Host

Find & keep real love in a superficial world.

persialawson.com

Agent: jemma@discoliscious.com

ABOUT PERSIA LAWSON

“One of the UK’s most successful love coaches.”

The Times



Named by The Times as “one of the UK’s most successful love coaches” and described by Marie Claire as “an irreverent British guru,” Persia Lawson is a renowned dating & relationship expert, author, and speaker.

For over a decade, she’s helped thousands of women - from CEOs to creatives - find real, lasting love after years of disappointment, therapy, and self-doubt. (As a trained celebrant, she’s even officiated some of their weddings!)

Certified in Cognitive Behavioural Therapy, Rapid Tapping and Reiki, Persia blends psychology, energy work and sharp, strategic insight to deliver her trademark no-BS approach to modern love.

Her honest, relatable perspective has made her a regular in Vogue, Cosmopolitan and The BBC, and a sought-after expert for both UK and international TV. She’s the host of the #1-rated podcast Love Is Coming, serves as the resident dating coach for elite agency Bowes-Lyon Partnership, and appears as the relationship expert on a major US television show (coming out in Summer 2026).

A former classically trained actress, Persia overcame love addiction, sexual assault, and generational trauma to become one of the leading voices in modern relationships. She believes that when we heal our relationship with love, we change the world.

PERSONAL NOTE

Persia divides her time between the Surrey Hills and London, where she lives with her husband Joe and their dog, Reggae.

In 2023, the couple created their own Peace & Love Festival in collaboration with the Yakum charity, supporting indigenous communities to replant the Amazon rainforest.

SPEAKING

Dynamic, relatable and no-BS: Persia delivers high-impact dating & relationship insight to audiences worldwide.



A former classically trained actress turned internationally recognised dating & relationship expert, Persia Lawson blends psychology, energy work and raw honesty to create talks that are both memorable and deeply practical.

Known for her confidence on camera and her ability to translate complex relationship patterns into simple, human insights, Persia is regularly booked to speak on modern love, emotional intelligence, and the relationship dynamics that impact leadership, ambition and wellbeing.

Watch Persia speak at LOVEx LONDON

Speaking Topics

Love & Relationships

- Healing heartbreak & breaking self-sabotage cycles
- Creating healthy, exciting modern relationships
- What it takes to build a TRUE “Power Couple” dynamic
- How to find real love in a superficial world

Leadership & Personal Growth

- How relationship patterns mirror leadership style
- Boundaries, communication & emotional intelligence
- Ambition, self-worth & romantic fulfilment

Culture & Modern Life

- Dating psychology in the digital age
- Social media & validation
- Balancing intimacy and independence

Ideal For:

- Corporate & leadership events
- Wellness organisations & retreats
- Universities & creative industries
- Global podcasts & digital summits

Booking Enquiries: jemma@discoliscious.com

TV PRODUCER TESTIMONIAL

“Persia made an invaluable contribution to the season. We could not be happier with how it turned out, and she is such a massive part of that. Her presence, expertise and warm approach brought depth, clarity and authenticity to the sessions in a way we have never seen before. She created a safe and fun space, guided participants through vulnerable moments, and helped produce some really big emotional moments, laughs and genuine breakthroughs. Her patience, flexibility and clear communication throughout the filming process made all the difference. Working with her was a privilege and a genuine pleasure.”

Harry Bryer, Executive Producer, Sharp Entertainment

PODCAST INTERVIEWS

A high-energy, emotionally intelligent guest who brings clarity, depth and humour to every conversation.

Persia is a sought-after podcast guest known for delivering raw, grounded and refreshingly honest conversations around modern relationships, self-worth, dating psychology and personal growth.

Hosts book her because she goes deeper than surface-level dating advice - she makes complex emotional patterns feel simple, relatable and transformative for listeners.

Interview Themes

Relationships & Love

- High-achiever dating patterns
- Breaking toxic cycles
- Attachment, boundaries & communication
- How to actually create a healthy, exciting, meaningful relationship

Identity & Self-Worth

- Why smart women date the wrong men
- Love addiction, avoidance & people-pleasing
- Building self-trust & feminine/masculine balance

Life & Culture

- Digital dating psychology
- Ambition vs intimacy
- Why we sabotage the relationships we say we want

Past Guest Appearances



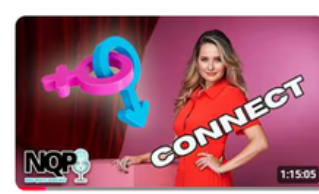
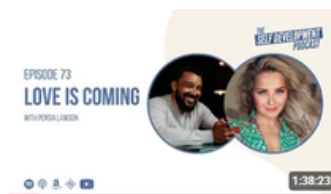
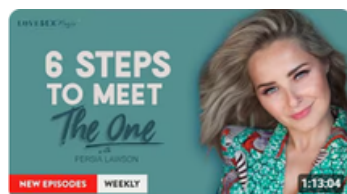
Persia Lawson on when to get out of your marriage and finding true love

By Heart

Dirty Mother Pukka with Anna Whitehouse

11/9/24 • 47m 42s

In this episode Anna and Polly dig deep on true romance with love coach Persia. From when to get out of a dead-end relationship to how to know if he or she is the real deal, this is a no-holds-barred chat on love, actually.



Book Persia for Your Podcast

jemma@discoliscious.com

LOVE IS COMING - THE PODCAST



The #1-ranked UK relationship & dating podcast (Feedspot) - *Love Is Coming* is the go-to show for smart, modern women who are exhausted by swipe fatigue, mixed signals and the superficial chaos of today's dating world - and want clear, practical guidance for finding real, lasting love.

Hosted by leading UK dating & relationship expert Persia Lawson, the show blends psychology, lived experience and straight-talking insight to help women break toxic patterns, exit the modern "dating matrix," and create healthy, exciting relationships without the drama.

Each episode takes you deep into what actually works in love today.

Topics We Cover

- Modern dating psychology
- Attachment, boundaries & communication
- Ending toxic relationship cycles
- Power Couple dynamics
- Self-worth, confidence & relationship patterns
- Navigating love in today's fast-paced, superficial world
- Balancing independence and intimacy

Podcast Stats

Episodes released: 126
(as of March 2026)

Total downloads: 134k

Listeners in 25 countries

Most-listened-to episode: How To Seduce A Man: A Male Sexologist's Perspective with Massimo Fontana

Featuring Guests Such As:



Click images to listen to episodes

Listen Now

[Listen on Spotify](#)

[Listen on Apple Podcasts](#)

BOOKS

Persia is the author of two acclaimed books on personal growth and modern relationships, published internationally and read by thousands of women seeking healthier, happier romantic lives.



The Inner Fix

Hodder & Stoughton (2016)
Co-authored with Joanne Bradford

A raw and relatable guide to personal growth, *The Inner Fix* explores the emotional habits, beliefs and behaviours that keep young women stuck - especially in love.

Blending honesty, humour and practical tools, the book helps readers break unhealthy patterns, build confidence and cultivate a stronger relationship with themselves so they can create healthier relationships with others.

Available at:

- [Amazon](#)
- [Waterstones](#)

Love Is Coming

Hybrid Published (2021)
By Persia Lawson

A straight-talking guide to modern dating, *Love Is Coming* helps women understand their patterns, raise their standards and approach relationships with clarity and confidence.

Featuring Persia's signature "Heal-Attract-Commit" framework, the book offers a practical roadmap for breaking toxic cycles, overcoming swipe fatigue, and building a relationship that is healthy, exciting and meaningful.

Available at:

- [Amazon](#)



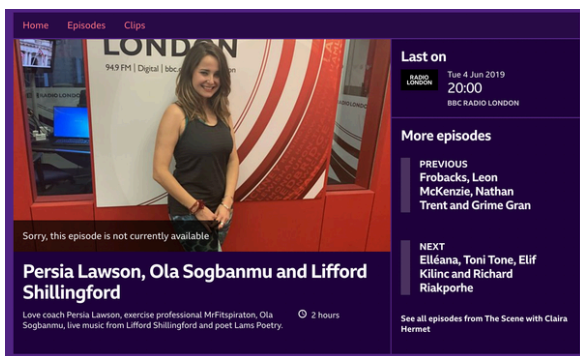
PARTNERSHIPS

Persia collaborates with brands, broadcasters and organisations seeking sharp, relatable and culturally relevant insight around modern dating, relationships and self-confidence.

Known for her no-BS clarity, strong on-camera presence and ability to translate complex emotional dynamics into content people actually pay attention to, Persia brings depth, warmth and modern credibility to every partnership.

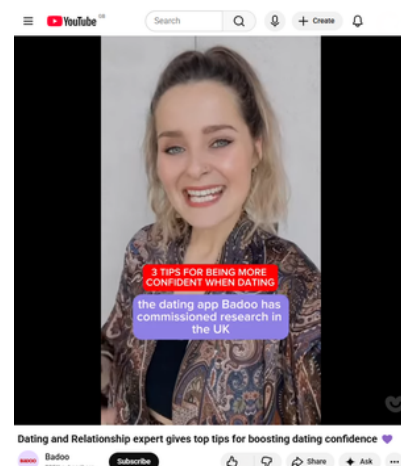
Selected Collaborations

Persia has partnered with leading brands and broadcasters, including;



Brand Collaboration Example

Campaign content for dating app, Badoo - relationship insight for digital-first audiences



How Persia Can Support Your Campaign

Campaign Strategy & Creative

Support with messaging, narrative and relationship-centred concepts that resonate with modern audiences.

On-Air / Press Commentary

Expert insight for TV, radio, editorial and digital campaigns requiring clear, confident and culturally relevant relationship expertise.

Content & Copy

Articles, guides, scripts and social content blending emotional intelligence with practical, audience-friendly advice.

Talks & Workshops

Educational, engaging sessions for companies, members' clubs, creative industries and wellness organisations.

Ambassador Roles & Partnerships

Values-aligned collaborations where credible, grounded relationship expertise elevates brand storytelling.

“We’ve brought Persia into multiple campaigns because she consistently delivers exceptional results. She understands how to translate nuanced relationship dynamics into content that genuinely lands with consumers. She’s deeply professional, brilliantly reliable, and brings a level of emotional intelligence and polish that brands find invaluable. She’s become one of our go-to experts.”

Lucy McGettigan, Director, The Romans

Booking & Enquiries

For brand, media, press or consultancy collaborations, please contact Persia’s agent:
Jemma Bolt - jemma@discoliscious.com

COACHING

Persia has spent over a decade helping smart, high-achieving women break toxic relationship cycles, raise their standards and create healthy, exciting partnerships that actually last.

Her approach blends psychology, behaviour change and straight-talking guidance - and has supported thousands of women in transforming their love lives from the inside out.

Work With Persia



The Festival - Membership

A joyful, high-support space for women who want to exit the dating matrix, break old patterns and call in their dream partnership through celebration, connection and daily momentum.

Love For Leaders - High-Level Coaching

A radical 1:1 and group coaching programme for career-driven women ready to create aligned, meaningful, long-term relationships without sacrificing their ambition or identity.

Explore More

[Learn About The Festival](#)

[Learn About Love For Leaders](#)

Client Results

“I had absolutely no idea how deep this transformation would go. I’ve done Matthew Hussey’s and Mark Groves’ programmes, and nothing comes close to the stratospheric impact of Persia’s work. I am a completely different person - more confident, grounded and open to healthy love than I’ve ever been in my life.”

Madeleine

“I’d been single for eight years and genuinely thought something was wrong with me. Working with Persia changed everything - my confidence, my boundaries, how I showed up with men. I finally met the man who is now my husband, and it was exactly the way Persia said it would be: easy, healthy and without games. I’m the happiest I’ve ever been.”

Laura

“After 15 years single, I felt broken. Therapy helped me understand my issues, but Persia’s work finally showed me how to change them. I met a man who treats me with care, respect and consistency, and we’ve just celebrated our first anniversary and are moving in together. I’m proud of the woman I’ve become.”

Anna

“I started at rock bottom. Within months of working with Persia I became more confident, calmer and in control of my emotions - and I’m now in my dream relationship. The peace and happiness I feel is unlike anything I’ve ever known. This work changed my entire life.”

Charlotte

[Read More Client Success Stories](#)

Coaching Enquiries

For coaching or programme enquiries, please contact:
info@persialawson.com

SOCIAL MEDIA

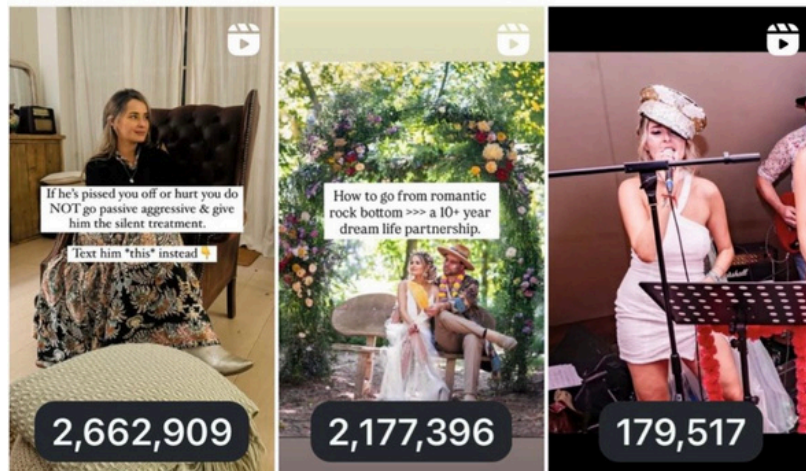
Persia creates high-impact, relatable content about modern dating and relationships, blending no-BS insight with emotionally intelligent storytelling.

Her videos consistently spark conversation across platforms, and her viral reels have reached millions worldwide.

Reach & Audience Demographics

- Instagram: 19.5K
- Facebook: 4.5K
- Email list: 8K

- Primary audience:
Women, 25-44 years old
- Top locations: London/
UK / US / AUS



Content Themes

- Modern dating psychology
- Boundaries, communication & red flags
- Ending toxic relationship cycles
- Confidence & self-worth in relationships

Viral Reels

- [Don't give him the silent treatment - text him *THIS* instead](#) [2.6M views]
- [Sex & love addiction in women](#) [2.3M views]

CONTACT



Media, TV, Speaking & Brand Partnerships

For all media, TV, podcast, press and brand partnership enquiries, please contact Persia's agent:

Jemma Bolt
Agent, Discoliscious
Email: jemma@discoliscious.com

Coaching & Client Enquiries

For coaching or programme-related questions, please contact:

Team Persia
Email: info@persialawson.com

BRAND ASSETS

Approved Photos

High-resolution images for press, media and brand use.

Credit for all images: Samara Morris



Official Bio

Persia Lawson is one of the UK's leading dating & relationship experts - named "one of the UK's most successful love coaches" by The Times and "an irreverent British guru" by Marie Claire. A TV expert, 2x author and host of the #1 podcast Love Is Coming, she helps women break toxic cycles and create healthy, exciting, meaningful relationships.

Contact for Permissions

For media usage and enquiries, please contact:

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