

AS OF JUNE 2026

# Media & Press Fact Sheet

7M+

PODCAST  
DOWNLOADS

500K+

BOOKS SOLD

600

COACHES TRAINED

15K+

WOMEN COACHED

## WEBSITE READERS

Annual users, globally 560,000

60% US-based traffic

## YOUTUBE CHANNEL

Total views 1.3 million

Monthly views 40,000+

## PODCAST PERFORMANCE

Total downloads 7 million+

Monthly listeners 100,000+

Global ranking Top 1% worldwide

## COACHING & NETWORK

Coaches trained globally 600

Women through Group Coaching ~15,000+

## BOOKS

Total sold across print, ebook & audiobook 500,000+

Global reach 19 languages · 30 countries

Including Europe, UK, Australia, NZ, Japan, China, Russia, Germany, France & Italy.



25 YEARS IN THE MAKING

# Laura Doyle: The Story of a Movement

*What began as one woman writing down what saved her own marriage has grown, over 25 years, into a worldwide movement — spanning books, programs, a coach certification, and a global community.*

## A Quiet Beginning

It started without fanfare. In 1999, Laura self-published *The Surrendered Wife* — simply the story of what had rescued her own marriage. A year later, the ideas moved from page to practice with the debut of the first workshop, The Empowered Wife Workshop (originally The Surrendered Wife Workshop). What had been a personal experiment was becoming something other women could learn.

## The Breakthrough

Then came the year that changed everything. In 2001, Simon & Schuster re-published *The Surrendered Wife* alongside an abridged audio version, and it shot to #1 on Amazon and the *New York Times* Bestseller List. Laura carried the message onto national television — *The Today Show*, *The View*, *Dateline NBC*, *CBS Evening News*, *The O'Reilly Factor* and Bill Maher's *Politically Incorrect*, where she shared the panel with Donny Osmond and Chris Rock. The book was published in 19 languages across 30 countries. Almost overnight, a self-published title had become a global conversation.

The momentum carried the work into the dating world and beyond. In 2002, *The Surrendered Single* debuted, and gave women a map for attracting the man of her dreams. Laura began training Surrendered Wife Trainers to lead workshops — the first step toward a movement others could carry. *Things Will Get as Good as You Can Stand* followed in 2003.

## From Author to Institution

For the movement to go from a book to lived experience, it needed structure. In 2012, the Laura Doyle Relationship Coach Certification debuted, formalizing how the Skills were taught worldwide and marking the shift from author to institution. It would go on to certify more than 600 coaches, of whom roughly 300 are licensed and working with women around the world today. The methodology then went digital and personal at once: 2013 brought the Six Intimacy Skills™ video program and Private Coaching. And in 2014, the community gathered in person for the first time, with the inaugural Adored Wife Weekend and the first Laura Doyle Coach Symposium.

## Scaling the Movement

With the foundation set, the work reached wider. 2015 was a prolific year for the written word: *The Empowered Wife* debuted (originally titled *First, Kill All the Marriage Counselors*), joined by *Surrendered Wives*, *Empowered Women*. The Six Intimacy Skills™ Blog launched in 2016 with a readership that would grow to around 560,000 users a year globally, roughly 60% of them in the US. In May 2017 Laura ventured into television, hosting the show *Empowered Wives with Laura Doyle* on Amazon Prime. By 2018, coaching scaled to the many rather than the few, with Laura's Group Coaching Program and the Adored Wife Roadmap; the group program would go on to serve over 15,000 women by 2026.

## Meeting Women Where They Are

As audiences moved to new platforms, the movement followed. The Empowered Wife Podcast launched in 2020, and would go on to reach over 7 million downloads and over 100,000 monthly listeners, ranking in the top 1% of podcasts worldwide. It found its face on YouTube on video in 2022 — a channel that would go on to draw 1.3 million views, with over 40,000 every month. In 2023, *The Empowered Wife* was expanded and updated and *The Empowered Wife Workbook* debuted — turning the ideas into a hands-on practice.

### A Milestone and a New Chapter

In 2026, a milestone and a leap forward arrive together: the 25th Anniversary Edition of *The Surrendered Wife* debuts, and the Adored Wife App launches — carrying a movement that began on the page into the palm of your hand. The App puts the power of technology in the corner of every woman who wants a great marriage.