A woman with her hair in a bun, wearing a green floral blouse and beige shorts, sits on a light-colored couch. The background is dark with white curtains on the left.

*“You want greatness?
Permission granted.
It’s that simple.”
~ Emmylou*



**WATCH
EMMYLOU
LOVES
ON 10 PEACH
IN NOVEMBER
THURSDAYS
9PM**

Permission *granted*

Dreams do come true...but only with a HECK of a lot of HARD WORK, as *Emmylou MacCarthy* knows.

Emmylou MacCarthy is sitting backstage at a speaking event when she takes my call. She has 20 minutes before she has to go on. "But don't worry," she assures me. "Someone is taking notes for me and I really want to make sure you have all the information you need." That's probably the first thing that strikes you – and the thing that sticks – about Emmylou: she's just so darned REAL, like you've known her forever.

A couple of years ago, the trained beautician created the hashtag #logies18. It was a goal of hers to be a part of it, and she felt that if she made this public, she'd be accountable for making it happen. "It's not that I wanted to win one," she says of the annual TV awards show. "I just wanted to be there, in the room. Even if I was serving the drinks, it would mean I was there, in the industry."

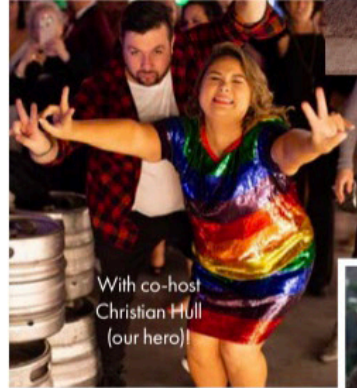
Her aim was to be a TV presenter and if the opportunities weren't coming knocking, she was going to create them herself.

"I created *Emmylou Loves* three years ago," she says of the viral show she has since built from the ground up. "The show observed my daily hustle as I went after my dream of becoming a TV presenter."

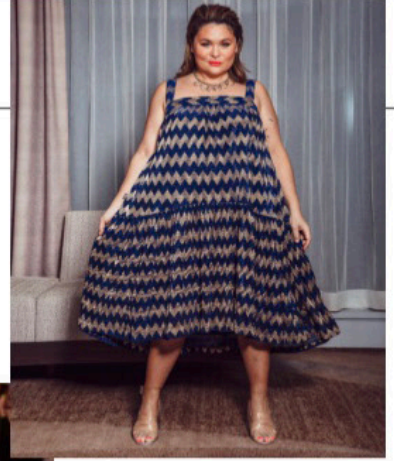
The show was essentially put together on a shoestring budget. "I was the writer, director, producer. I did my own hair and make-up. I did it without any management or PR company. That's unheard of!" And she's right. In an arena as competitive as Australian entertainment, only the big fish tend to get noticed. But Emmylou



What you see is what you get with Emmylou. And we're totally down with it!



With co-host Christian Hull (our hero!)



Emmylou balances her time between her career and three kids, Sage, Camellia and Vida. Super mamal!



wasn't going to be put off.

Audiences tuned in. And they liked what they saw, because they came back. With their friends. They appreciated her honesty and grit. And they rewarded her with their loyalty.

Audiences watch Emmylou do – as the title suggests – what she loves, whether that's cooking, shopping, organising a party, or covering a red carpet event.

And after all that work, the big networks have finally started noticing. In November, *Emmylou Loves* will have a shiny new home on 10 Peach. "It's going to be aired at 9pm on a Thursday night. That's a *Sex and the City* time slot!" the 40-year-old marvels, highlighting that her show is clearly resonating with women. And possibly the biggest compliment is that the network didn't want her to change a thing. "I'm still going to be the Executive Producer. It's still going to be exactly the same. They said to me, 'We love you. We love what you do. Our only request is we see more of you!'"

Now a highly sought-after keynote speaker, TV presenter and MC, as well as being the star of her own show, Emmylou has gone above and beyond what she set out to do. The struggle today is more about balancing her time between her career and her three kiddos – Sage, eight, Camellia, seven, and Vida, four. "It's really important for my kids to see me follow my dreams. But a few months ago, when the workload got crazy, I had to sit down and say to them, 'Right, I've been really busy and you've missed out on my time, and I need to address that.' Because while it's important that they see their mum making it happen, it's more important that they know they're my priority. And for them to hear me say, 'OK, I didn't get that right, I'm going to change it so I can be more present.'"

It's this humility, mixed with her unapologetic determination, that has gotten Emmylou to where she is, and we love her for it. Here is one mamacita who is clearly going places. The Logies stage might just be one of them after all. 🍷

EMMYLOULOVES.COM

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