

MASTERS OF THEIR CRAFT

DIANNE JAGO // DEEPLY ROOTED

We live in a visually driven culture. We can share what avocado toast we ate for breakfast, what pajamas our children awoke wearing, or what new booties happened to make an appearance on our little corner of the Instagram world. We can create vision boards for our Christmas tablescapes or our dream trip to Iceland. And if you're brave, you can even document your life live, or, at the least, follow some one else's. With the floodgates of comparison unleashed, the female population may find itself treading a powerful current of insecurity and dissatisfaction. What's a woman to do? Perhaps become familiar with Dianne Jago and her publication Deeply Rooted—a work of artistry that adds depth to one's soul.

Dianne Jago, a woman with an infectious smile and aura of peace, grew up in Wisconsin, went to college in Florida, became a military wife and mother of three, and spent the past six years living in four different states. Fueled by a stirring passion to use her photography and writing in a manner that would have lasting impact, she shared her desire with her husband to start a publication. With his enthusiasm and encouragement, she launched Deeply Rooted in January 2014. Today, she is in the midst of releasing the 8th edition with a team operating from various parts of the globe.

Deeply Rooted, while acknowledging the significance of being an aesthetically pleasing publication, aims to offer more than beautiful images. Every article from how to spring clean your home to cultivating a marriage of significance aligns with its mission statement: to encourage, educate, and inspire Christ-following women into a deeper relationship with Jesus Christ so they may become deeply rooted in their faith. The team realizes that striking images can impact to a certain extent and powerful content can impact to a certain extent, but when combining the two, far greater impact ensues.

Our social media dominated world needs more Dianne Jago's—women who appreciate beauty in the every day details of life, but they are far more concerned with the beauty that exists in their souls. Dianne and her team have a single-minded focus: to craft Deeply Rooted in such a way that the woman in whose hands the magazine rests will worship not the creation but the Creator.

“ We were meant for so much more than our dream homes, wish lists, and workout goals. ”



Dianne Jago of Deeply Rooted

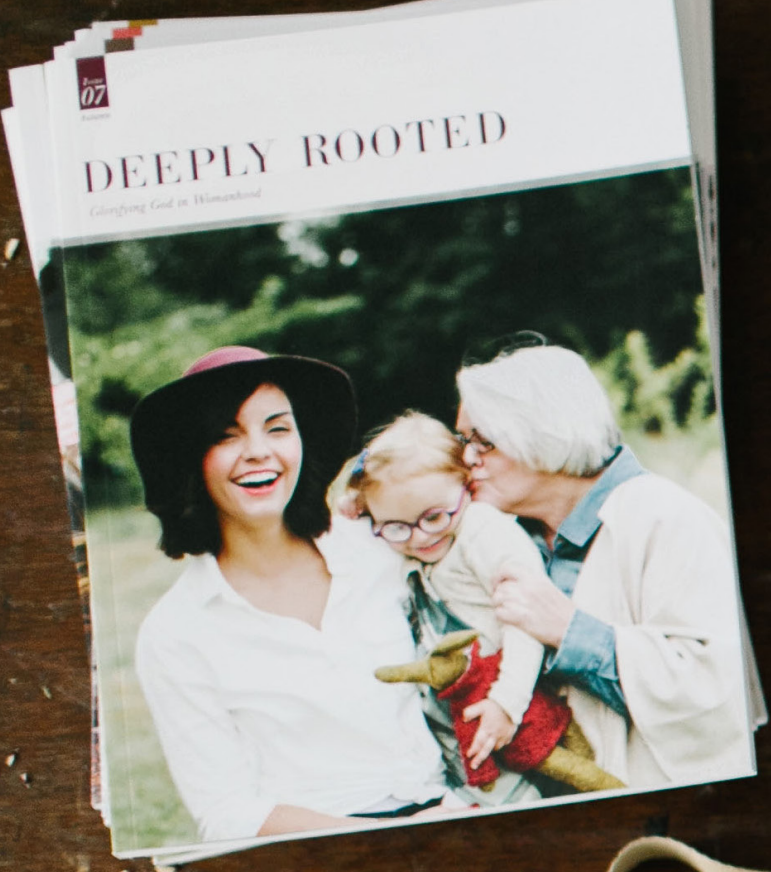
Written by Karen McGrady
A production of Char Co

HOW WOULD YOU DESCRIBE THE PUBLICATION DEEPLY ROOTED, AND WHAT TYPES OF ARTICLES ARE FOUND IN ITS PAGES?

I think the best description I've heard from one of our readers is “Kinfolk meets Jesus.” We are an independent publication seeking to provide Gospel-centered content matched with beautiful design for Christian women. Our aim is teach women to become “deeply rooted” in their faith. Our main verse, Colossians 2:6-7, states this perfectly: So then, just as you received Christ Jesus as Lord, continue to live your lives in him, rooted and built up in him, strengthened in the faith as you were taught, and overflowing with thankfulness.

The word magazine tends to be a little misleading because our publication is actually so much more than what you would typically find at a newsstand. Rather than stapled, thin pages, our books are offset printed on high quality paper and perfect-bound. Our art includes illustrations and lifestyle photographs. We photograph real people in real settings, and it's a rare occasion that a photo is ever re-touched. As for the articles, they are meaty. I have a huge burden for Christian women's ministry as I feel a lot of products being pushed are fluffy and feelings-oriented. They tend to cater to women's emotions with very little reference to Scripture. We do try to balance things with DIY's and recipes, but a good majority of our articles are pieces that you can read, re-read, and chew on for days. Whether topics of theology or simply cooking in your kitchen, the Gospel message is the heartbeat of our magazine, and we weave that throughout our pages.









WHAT DID THE JOURNEY OF LAUNCHING DEEPLY ROOTED LOOK LIKE? HOW DID YOU GO FROM AN IDEA TO A TANGIBLE OBJECT?

When I married my husband, I had the goal of becoming a successful wedding photographer. I had several opportunities to second-shoot fabulous weddings in California, and it wasn't long before I realized that I wasn't passionate about the career. I had my first child, and although I loved being a mom, I found myself frustrated with a desire to use my creative gifts but no outlet. I started blogging and that became a means for me to share my faith and photographs. It was the summer of 2013 that I discovered Kinfolk magazine. – one of the first independent magazines focused on ad-free, clean design. It was the first time I had ever seen an independent publication. That's when the idea came to me: there are a lot of solid Christian resources out there with poor branding that I'm certain women my age would never pick up. (Because let's face it, we do judge a book by its cover.) But then there are also a lot of beautifully packaged materials out there that are full of fluff. So why not pair beautiful, Pinterest-perfect images with deep, doctrinally sound truths?

I began scribbling down ideas but shortly after I found out I was pregnant and that we were moving again. I put the idea on pause but it kept coming back to me. After we moved to Georgia and got settled in our home, I approached my husband about possibly

starting this magazine. To my surprise, he told me to go for it. The worst that could happen is we don't succeed. I launched a crowd-funding campaign in January of 2014 and within 15 days we reached our goal. There was a gap that needed filling and the success that we've had thus far testifies to that. We are now about to print our 8th issue, and I'm so grateful to God for the opportunity to step into this role.

HOW DO YOU AND YOUR HUSBAND WORK TOGETHER WITH DEEPLY ROOTED?

From the very beginning, my husband's involvement was primarily emotional support. His job in Georgia had him working 13-16 hour shifts daily. Because of that there wasn't much he could do, but I've always been grateful for the fact that his job allows me to be a stay at home mom. Our family is supported by his single income, and, therefore, it's given me the opportunity to step out in faith and start this business.

Since we've moved to Pennsylvania, he has normal hours and has been able to help with the advertising side of things. We joke a lot because his true title should really be "chief laborer" and the official "cab driver." He is always doing all the heavy lifting with boxes and chauffeuring me around to places (or watching the kids) so that I can do something magazine related. There are also the occasional nights where we package orders together while watching a movie. Not to mention all the times I talk his ear off about ideas, hopes, and dreams.

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AND ON A MORE PERSONAL LEVEL, DO YOU MIND SHARING YOUR AND ETHAN'S LOVE STORY?

I had been attending a small, Christian college in Florida while he was in the complete opposite corner of the country, working in Washington State. His cousin was my roommate at the time. I was sitting in her room working on a Bible study when she got a text from him. He saw a picture of us together and apparently I caught his attention. Days later he requested to be my friend on Facebook and what's funny is I almost didn't add him because I didn't recognize his name. I remember thinking, "Well, it doesn't hurt to have another Facebook friend" and then hitting "accept." We started messaging and then talking on the phone and a little over a month later he flew out to meet me. That was nerve wrecking for me. We had chemistry over the phone but what if we didn't in person? But we hit it off right away, began dating, and four months later we were engaged.

When I look back at it and think about how young I was and how serious of a commitment marriage is, I can't believe how fast things moved and how disastrous this could've potentially been. But from the beginning of our relationship we aimed to keep God at the center, and this was drastically different than all my previous relationships. We will be going on seven years of marriage, and I am so blessed to have such a joy-filled marriage with my husband. It's so clear to me that God destined for us to be together as we balance each other perfectly. Keeping Christ at the center of our marriage has been the only thing to which I can attribute our happiness as a couple.

WHEN DO YOU WORK? HOW DO YOU HANDLE THE BALANCE BETWEEN OVERSEEING YOUR PUBLICATION AND RAISING THREE LITTLE ONES?

Oh, goodness. I work when I can. Because I choose to be a stay at home mom, it's really scattered all throughout the day. While I use the word balance all the time, I'm learning that there is no such thing as balance. I will always lean more towards the former or the latter. And I do go back and forth. But from the very beginning of all of this, I made a commitment to myself that I wouldn't let my business consume me so much that I put my family on the backburner. I was actually just on the phone with a major corporation interested in the publication and when they asked me what my day to day operations were, I had to laugh because I would say feeding tummies, changing diapers, and entertaining are my primary duties.

My kids are 4, 2, and 4 months. Because of this, I do have to be strategic about my day to day. I learn to work around their schedule and needs. I've learned that there are others who can do things much better than I can and so I delegate. I am learning to say "no" more. I make a lot of to-do lists, and I try to prioritize the tasks as best as I can. I ask

my kids regularly if they feel like they've received enough playtime or attention from mommy. I also try to view their needs (whether that be working on learning letters, changing diapers, or playing hide and seek) as equally important as my magazine tasks. I love that this magazine is a ministry but pouring into my kids is one of my first callings. I do not want to neglect that.

I also want to add that making time for my husband is just as important. Oftentimes we have to meet our kids' needs first and our husbands are left behind. When running a business this can become increasingly easy to do, and so I also try to make a priority to close my laptop and just spend time with him. And Ethan has full permission to tell me when he thinks I'm a little too consumed. Sometimes I need him to pull me out of work mode, especially since I work from home.

YOU ARE BASED OUT OF PA AND YOUR TEAM MEMBERS DWELL ACROSS THE GLOBE FROM UTAH TO CHINA TO CALIFORNIA. WHAT HAVE BEEN SOME OF THE BENEFITS OF LIVING IN DIFFERENT CORNERS OF THE GLOBE AND WHAT HAVE BEEN SOME OF THE CHALLENGES?

One big benefit to living in different corners is the seasons. Because our publication is quarterly we can tap into different photographers in different regions. When you are planning a winter issue in July, this can be very helpful. We also have the Internet to thank which makes our business more portable. My team can work their individual tasks on their own time (as many of my team members have full time jobs.) Also, each team member is absolutely perfect for the job he/she is doing. Sometimes you may not be able to find all the niche qualities you are looking for in a team member locally.

The definite downside is we are limited by our screens. What I would give to sit with them all and have coffee together! We just moved to Pennsylvania and happened to only be an hour from our creative director, Meghan, and her husband our chief copy editor, Daniel. But God called them to China so we now deal with the time difference. It was nice to be close to them for even if just for a little bit. Needless to say, there are a lot of e-mails, Google hangouts, and snail mail.

HOW OFTEN DOES YOUR TEAM MEET IN PERSON?

We met in person for the first time 5 months after launching our first issue. I've had a few opportunities to connect with some of them for various conferences and meet ups, but we probably won't all be together until next year.





PART OF YOUR PURPOSE STATEMENT IS “DEEPLY ROOTED MAGAZINE SERVES TO BE A LIGHT IN THE MIDST OF THE THINGS THAT WORK OVERTIME TO STEAL OUR ATTENTION AND AFFECTION AWAY FROM GOD”. WHAT DO YOU THINK ARE SOME OF THOSE “THINGS” THAT STEAL OUR AFFECTION AND ATTENTION FROM GOD AND HOW DO YOU TRY TO PREVENT THOSE OCCURENCES?

Before DRM. I was very burdened whenever I would go on Pinterest. If you scroll through the Explore feed you will find clear evidence of women that are searching for things that will make them happy. Dream wardrobes, workout plans, healthy food boards, self help quotes are few things you will find littered throughout boards across the world. There are hundreds upon hundreds of beautiful images that make women feel more inadequate with every click. Pinterest is a great tool and I love that I can use it to create vision boards or collect my favorite recipes, but for a while it started to become a virtual manifestation of all the idols I had erected in my heart.

We were meant for so much more than our dream homes, wish lists, and workout goals. Too often, we Christians can get so consumed by things that will not last into eternity, and then when faced with loss or illness or heartbreak, the very things we were obsessing over and spending our time on do not comfort. The foundation we built for ourselves was nothing more than sinking sand. Deeply Rooted serves to equip women with something that aids in building a firm foundation. In a world where beautiful media is so powerful at reaching us, we need something that steps in and points us back to truth.

YOU HAVE SOME VERY DEEP, GOSPEL-CENTERED ARTICLES IN YOUR PUBLICATION. DO YOU EVER RECEIVE NEGATIVE FEEDBACK OR OPPOSITION?

Occasionally we will receive a little kickback on a blog or Instagram for particular stances our contributors or we take, but overall we’ve had more positive feedback than anything on our articles. Our sales and analytics continue to evidence the fact that there are women who believe and support our mission, and that is so exciting!

DESCRIBE THE TYPE OF CHRISTIAN WIFE/MOTHER/WOMAN YOU DESIRE TO BE AND USE DEEPLY ROOTED TO ENCOURAGE OTHER WOMEN TO BE?

She recognizes and confesses her fallen state and proclaims her need for a Savior, Jesus Christ. She steps down from ruling her own life and asks God to be the Lord of her life. She understands the importance of grounding herself in Scripture and works to make a habit of studying it, memorizing it, praying through it, and meditating on it. She still

battles with the flesh but desires to pursue holiness. She prays to God as frequently as she would call a best friend. She willingly takes on the burdens of others but also isn't afraid to be transparent about her own burdens. She is rooted and grounded in love. Her faith is unwavering despite her ever-changing circumstances. She leans into what she knows to be true about God rather than trusting her emotions. She is humble, yet confident and always boasting in the Lord. She desires not to glory in self but rather to glory in God. She is a giver of grace, because she understands that the ground is level at the cross. She sees life through the lens of the Gospel. She is not perfection, but she recognizes that she is being perfected and becoming more like Christ.

If pursuing Christ is our number one goal then transformation will happen from the inside out. This will translate into our roles as a wives, mothers, daughters, sisters, friends, business owners and so forth. This is the type of woman I want to be and this is the type of woman I want to encourage our readers to be.

WHAT IS YOUR SALVATION STORY?

I grew up in a Christian home, said the "sinner's prayer" the day before my first day of school, but didn't recognize my need for a Savior until my senior year of high school. I had been dating a guy seriously for several years and my happiness shifted as quickly as the relationship did. On our good days, I was flying sky high. If he didn't give me the attention I thought I deserved then my world was shattered. I didn't like the person I had become. I remember feeling so convicted. I knew I needed to get out of that relationship, but I had already committed so many years to this person and there were some good moments with him. I was enslaved to my need to feel loved and needed. I had gotten to the point where I was so sick of the Holy Spirit's promptings that I told God, "I choose my boyfriend over you." God was not done with me and had no plans of letting me go. He used my parent's discernment, love, and grace to step in and confront the dark state that my heart had become. I broke up with him, confessed my sins, and told God to take control because it was clear that I did a terrible job at leading my own life. It was at that point I realized the sufficiency of the precious blood of Christ to provide my right standing before God. And oh, how He has redeemed me! He continues to do a work in my life and any good that comes from me can only be attributed to Him. This is what convinces me that it is indeed God who reaches out to us and rescues us. To have rejected Him willingly and yet He still sought me blows my mind.



WHO HAVE BEEN INFLUENTIAL WRITERS/BOOKS IN YOUR LIFE?

Wayne Grudem's Systematic Theology has really helped me build a foundation for my knowledge of God. It is an intimidating looking book but such an easy read for complex topics. It's really helped me understand some of the tougher issues within Christianity, and I highly recommend it to everyone.

R.C. Sproul's The Holiness of God really challenged my view of God. Yes, our relationship with Him is personal, but so often I bring Him down to my level and try to understand His actions through a human lens. This book helped me grasp what a great, Holy God we serve and what it means to really "fear the Lord."

Kara Tippett's The Hardest Peace is a testimony written as she walked through cancer until her passing. Her insight reminded of how temporary this life is and how easy it is to lose focus on our ultimate calling...how even in the hardest of places peace can be found with Christ.

This is not a Christian book, but Blake My Skokie's Start Something That Matters is an inspiring story of how the creator of Tom's shoes got into his journey of shoe making and giving back. It really ignited a passion to use my gifts for something bigger than self, which eventually led me to starting DRM.

A few other favorite authors are C.S. Lewis, John Piper, Elisabeth Elliot and Matt Chandler.

IF ANYONE READING THIS IS INTRIGUED BY YOUR WORK AND WOULD LIKE TO CONTRIBUTE TO DEEPLY ROOTED, WHAT ADVICE DO YOU HAVE?

We love fresh content and encourage our readers to submit to us at deeplyrootedmag.submittable.com! Some of our favorite contributors have come from this submissions platform, and we are grateful for the countless entries we receive on a regular basis. It's exciting to see so many people wanting to support our ministry and use their gifts for the glory of God.

FINANCIALLY, HOW DO YOU MAKE DEEPLY ROOTED WORK?

Our initial funding came from the crowd-funding campaign and since then we've had enough momentum to keep it going. Our financial success to continue to sustain the publication can partly be attributed to all the wonderful volunteers we have involved in





creating this publication. I couldn't do it without them. These are busy men and women in their various industries donating their time and talent for the sake of our mission. It's such a blessing.

We must also credit our readers. The fact that I can check my shipping manager and find multiple orders waiting to be shipped blows my mind. We have many dedicated customers who have been with us since the very beginning. I may not know them personally but I love seeing their name printed out on a shipping label and I do pray our customers as I package.

Entering into the advertising aspect has also helped us out. We've been thrilled to work with companies like Crossway Books and Spring Canyon Conference Center, amongst many other businesses.

It's been slow but steady growth. Ultimately, it's the Lord. I took a step of faith and He has followed through with what He's called of me.

IN FIVE YEARS, WHAT DO YOU HOPE THE FUTURE OF DEEPLY ROOTED LOOKS LIKE?

I envision a full-fledged ministry with multiple outlets of ministry outside of the magazine. I would love to see several full and part time positions and a beautiful space for headquarters that is outside of my home. I would love to see partnerships built with other ministries and the ability to give back to other small, faith-based startups to help them grow. But if there's one thing I've learned, it's the importance of aligning my will with God's. I dream my dreams but ultimately I hold the magazine with open hands. Whether he chooses to give or take away is up to Him, but I will trust Him with the outcome.

One little tidbit I will let you in on is that we are planning our very first conference for 2016! This is going to be quite the undertaking, but I really believe this will be putting hands and feet to the magazine. We will be able to extend our reach beyond our pages and carry out our mission to over a hundred women in person!

DO YOU THINK WOMEN ACROSS THE GLOBE FACE SIMILAR CHALLENGES AND STRUGGLES IN LIFE OR DO YOU SEE ANY STRONGER CHALLENGES FOR WOMEN IN CERTAIN PARTS OF THE COUNTRY OR GLOBE?

My mom grew up in a poor, third world country. So her struggles up until she moved to the states were drastically different than my American, first world problems. She spent

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a lot of her life trying to help her parents sell goods on the street just to have money to go to school. I, on the other hand, didn't even consider not going to school a possibility. But I spent a lot of my school years (and even now) living in a culture so spoiled with luxury and that in itself is a challenge (albeit, a more comfortable challenge). That being said, I do believe there are stronger challenges that correspond with different geographical locations. However, the common denominator between us all is our need for a Savior. And in that regard we are all fighting an internal battle of our flesh waging war against our calling to Christ.

HOW DOES YOUR FAMILY RELAX AND ENJOY LIFE?

Because of the season of life we are in with his job, my job, and our kiddos it can be hard to keep up with the glamorous lives I see portrayed on Instagram. One thing that I love about my husband is how he has taught me to enjoy the little things in life. And so I've come to appreciate our Taco Tuesday tradition, movie nights in pj's, exploring nearby creeks or stand up paddle boarding at the lake. I've learned to enjoy our time together regardless of our backdrop and that has led to some of our best memories.

WHAT MADE YOU LAUGH IN THE PAST WEEK?

My 4-year-old son, Kaiden, was complaining that his 2-year-old sister, Skye, messed up the room he just cleaned. I tried explaining to him that she is just 2 and doesn't quite understand things the way he does. I explained that he needs to learn to give her grace. He asked what that meant to which I replied, "Grace is forgiving her for messing up your room even when she doesn't deserve it. Sometimes we just have to keep loving and in this case, keep cleaning." Later on in the car ride they were fighting some more. He was trying to hold her hands and she didn't like it. "Buddy, let go of your sister's hands. She doesn't like it," I said. "But mama, I'm trying to give her grace," was his answer. I guess he got "saying grace" and "giving grace" a little mixed up.

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