



**Asia Scarlett-Jones**

*Founder and Managing Attorney, ASJ Law Office*

[www.asjlawoffice.com](http://www.asjlawoffice.com)

**Tell us about your firm or business including history, specialization, and years in business.**

ASJ Law Office, founded in 2020, specializes in helping professionals navigate divorce with efficiency and dignity. Prioritizing mediation over litigation, the firm is committed to preserving the family unit—the cornerstone of society. Every year, countless families exhaust time and resources in court battles. ASJ Law Office envisions a better future where attorneys value families over profits, offering innovative solutions like predictable legal fees. Unlike traditional hourly billing, the firm provides clients with monthly subscription flat-fee services. Founder Asia Scarlett-Jones, the Amazon #1 bestselling author of *The Professional Man's Guide to Divorce and Custody in New York*, frequently speaks on podcasts advocating for mediation and empowering families with tools to resolve disputes outside the courtroom.

**Tell us an interesting fact about you.**

An interesting fact about me is my passion for interior design. My passion for interior design is more than a hobby—it's an obsession. After a long day of work, I unwind by binge-watching YouTube channels like The Lifestyle Co., *Architectural Digest*, and House and Home. I'm fascinated by the art of designing spaces and deeply admire the care and creativity people invest in transforming a house into a home. A home reflects its owner's personality and values, offering a glimpse into who they are. For me, interior design is about more than aesthetics; it's about the love and meaning infused into every detail. I take such great pride in my home and the love we share in it. I hope to one day take this passion and make it more.

**What's a favorite moment of your career so far?**

The most rewarding moment of my career was opening my own law firm. Having experienced the courtroom from multiple perspectives—working in the public sector and as a court attorney—I bring a unique approach to addressing cases. Yet, after years in private practice, I felt something was missing. Establishing my firm was a monumental achievement, enabling me to serve families in a way that reflects my values. As a child of divorced parents, I understand the profound impact divorce has on families. This shapes the care and mindfulness I bring to my role, prioritizing advocacy, efficiency, safety, and coexistence. Helping families find hope during challenging times is my greatest fulfillment.

**What challenge are you most proud of overcoming?**

This Fall, I conquered my fear of heights during a business trip to Dubai by experiencing Dinner in the Sky. As someone who feels uneasy even near platform edges at train stations or on roller coasters, this was a monumental step. Suspended over 100 feet in the air, I found the experience both exhilarating and empowering, leaving me with a profound sense of accomplishment. It reminded me that facing fears can lead to incredible moments. It also paralleled my journey of growing my practice—an unknown, scary, yet deeply rewarding leap of faith. Letting go and embracing the moment made it truly unforgettable.

**Tell us about a recent professional accomplishment of yours.**

I was deeply honored to receive Family Kind's Rising Star Award this year. Family Kind is an organization that provides valuable resources and tools to families navigating separation and co-parenting. This recognition not only acknowledges my contribution to families but also strengthens my commitment to helping them through divorce. It deepens my desire to support families during one of the most challenging times in their lives, ensuring they have the resources to move forward with dignity and cooperation. Being recognized for this work inspires me to continue making a meaningful impact in the lives of those I serve.

**Tell us about a recent personal accomplishment of yours.**

Recently, I hosted my very first Friendsgiving at our new home. After moving into our second house, we hadn't yet found the time to host, and with work often consuming my schedule, I realized I was neglecting quality time with our closest friends. Knowing it would be impossible to meet individually with 20 people, I decided to bring the party to me. The evening was lovely and refreshing, surrounded by dear friends sharing laughter and connection. It reminded me to value my time and appreciate those around us. Cooking dinner and bringing everyone together felt deeply meaningful and fulfilling. This was such a huge personal accomplishment to pull this off.

**What advice would you offer new business owners?**

My advice is one that I still practice today. Investing back into your business, especially during its early years, is crucial for long-term growth. Trusting your instincts when making decisions is equally important, as your intuition often guides you in the right direction. One of the most valuable yet underestimated assets in business is your network. Building and nurturing a strong network is a personal goal of mine, as connections often open doors to unexpected opportunities. I also believe in sharing my experiences as a mother, wife, friend, lawyer, and business owner with those who may need motivation but feel hesitant to ask for advice. Learning from others and sharing insights fosters growth for everyone involved.

**How can you help other Women Owned Law members improve their businesses?**

Last year, I made the decision to invest in both my business and myself by hiring a business coach and a personal coach. I believe it's important to share the advice, experiences, and lessons I've learned along the way with other WOL members. By doing so, I hope to help others improve their businesses and avoid some of the mistakes I've made. Sharing my resources and knowledge is the greatest blessing I can offer, and I believe it can make a meaningful impact in the lives of others.

**How has Women Owned Law been of value to you and your career?**

WOL has introduced me to an incredible group of women who are defying the odds and breaking down barriers. Being surrounded by such inspiring individuals is truly motivating. WOL's events are always thoughtfully organized, and I appreciate the attention to detail that goes into each one. I'm grateful to have joined this community and to be part of such a powerful network of women.

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**About Women Owned Law**

Women Owned Law is a ground-breaking group created to connect and advance women legal entrepreneurs. WOL supports its members and other women entrepreneurs in the law in their business endeavors at every point in the business lifecycle. We advocate on behalf of women legal entrepreneurs and have been instrumental in raising the profile of women entrepreneurs in the law.

For additional information about Women Owned Law visit <http://www.womenownedlaw.org>