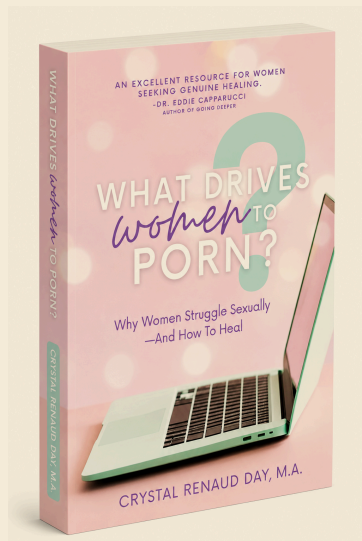




AUTHOR PRESS KIT

What Drives Women to Porn?

Why Women Struggle Sexually—and How to Heal



BY

**Crystal
Renaud Day, M.A.**

Founder, *SheRecovery*

Pioneer of women's pornography recovery

RELEASING SEPTEMBER 15, 2026



MEDIA & INTERVIEW REQUESTS

Zoe Moody · zoe@jonesliterary.com



Crystal Renaud Day, M.A.

COUNSELOR · AUTHOR · SPEAKER

CREDENTIALS

- ◆ M.A., Pastoral Counseling, Liberty University
- ◆ B.S., Psychology, addiction emphasis
- ◆ Certified life coach, multiple certifications through the AACC
- ◆ Founder & Executive Director, SheRecovery, 2009–present
- ◆ Founder & CEO, Living on Purpose, LLC, 2018–present
- ◆ Creator of The SCARS Model™
- ◆ Original study of 1,321 women across 58 countries
- ◆ Author of five books; programs serving 70+ countries

ALSO BY THE AUTHOR

Dirty Girls Come Clean (2011) · *90 Days to Wholeness* (2015) · *Dating Done Right* (2019) · *New Fruit* (2020, with Covenant Eyes) · All titles on Amazon

ABOUT THE AUTHOR

She gave the struggle a name. Now she's naming the cause.

Crystal Renaud Day, M.A., is the CEO and Founder of Living on Purpose, a women's telehealth counseling and coaching practice, and the Founder and Executive Director of SheRecovery, a virtual recovery community for women facing pornography and other unwanted sexual behaviors. For nearly two decades, she and her team have helped thousands of women in more than 70 countries find healing through counseling, coaching, education, and recovery support.

Widely regarded as a pioneer in women's pornography recovery, Crystal was the first author to write specifically for women facing pornography addiction from a Christian perspective. Her first book, *Dirty Girls Come Clean* (Moody, 2011), gave voice to a struggle that had gone largely unaddressed and is still used by churches, universities, counselors, and recovery groups worldwide.

She is the creator of The SCARS Model™, a recovery framework that addresses not only unwanted sexual behaviors but the emotional, relational, neurological, and spiritual drivers beneath them—now the foundation of SheRecovery's meetings and its coaching certification program. She also conducted an independent study of 1,321 women across 58 countries examining the factors shaping women's pornography use; those findings form the backbone of her new book.

Crystal earned a B.S. in Psychology with an emphasis in addiction and an M.A. in Pastoral Counseling from Liberty University. Her expertise has been featured by *The New York Times*, ABC News, CNN, *Christianity Today*, and The 700 Club. She lives in the Kansas City area with her husband, Tim.

▢ READ THE FULL BIO

AREAS OF EXPERTISE

- ◆ Women & pornography recovery
- ◆ Shame, secrecy & the church
- ◆ Childhood exposure
- ◆ Trauma, attachment & addiction
- ◆ Faith-integrated clinical care
- ◆ Recovery coach training

BOOKING & ASSETS

When & where to find her

TRAVELING · IN-STUDIO AVAILABLE

Arlington, TX

Sept 9–12, 2026 · exhibiting at the [AACC National Conference](#)

HOME BASE · BROADCAST-READY

Kansas City, MO

Dedicated office studio with backdrop and microphone; professional recording space available.

OCT 19–23 Speaking at the SheRecovery SHE Summit — unable to travel that week, but fully available for remote and phone interviews.



Available to travel for media & events—nationwide.

Central time zone. For travel bookings, her schedule is fully flexible outside the blackout dates below.

AVAILABILITY & BLACKOUT DATES

GENERAL AVAILABILITY · CT

Video / on-camera Mon, Wed, Fri · 8:30–5:00

Audio-only (radio) Tue, Thu · from 6:00 AM

Off-day studio time 24 hrs notice

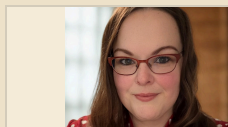
Evenings & weekends 48 hrs notice

Original op-eds 2–3 weeks lead

BLACKOUT DATES

- ◆ Aug 18 — after 4:00
- ◆ Sept 8 & Sept 13 — AACC travel days
- ◆ Biweekly 7:00–9:00 PM: Sept 3, 17 · Oct 1, 15, 29 · Nov 12

MEDIA ASSETS & DOWNLOADS



Author Headshot
HIGH-RES PNG



Book Cover
3D & FLAT PNG



Full Bio
LONG FORM · PDF



Advance Copy
MANUSCRIPT

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BOOK SITE

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SELECTED COVERAGE

On air & in print

▶ Every title below is a live link — click any thumbnail or headline to watch or listen.

[FULL MEDIA LIST →](#)



PODCAST · COVENANT EYES

“The Crisis of Female Porn Use”

[Listen to the full interview →](#)

VIDEO INTERVIEWS & CLIPS



THE BEAT WITH ALLEN PARR
Why Women Turn to Porn



REVIVE OUR HEARTS
Freedom from Sexual Shame



WHAT WE REALLY WANT
The Story Behind SheRecovery

PRINT & ONLINE

The New York Times

FEATURE

Barna · Beyond the Porn Phenomenon

CONTRIBUTOR

KSHB 41 Kansas City

TV NEWS

The SheRecovery Podcast

HOST · ARCHIVE

MORE PODCAST & RADIO INTERVIEWS

Husband Material

PODCAST

Pure Desire Ministries

2 EPISODES

The Flip Side

PODCAST

Restored 2 More

PODCAST

Rebranding Motherhood

PODCAST

Pure Sex Radio

2 EPISODES

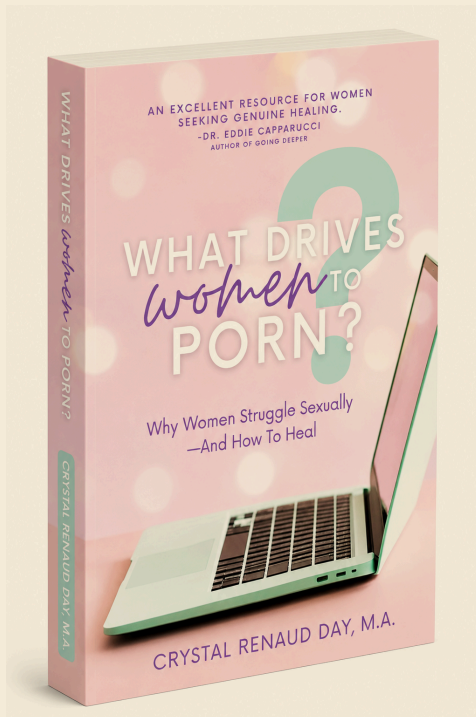
The Pro-Life Perspective

RADIO

Moody Radio

RADIO

Platform: her *90 Days to Wholeness* YouVersion plan has drawn 25,000+ subscribers; *New Fruit* is also a YouVersion plan. Earlier coverage includes ABC News, CNN, *Christianity Today*, and The 700 Club.



ABOUT THE BOOK

What if the behavior was never the real problem?

For years, women who struggle with pornography have been handed the same prescription: pray harder, try harder, download the filter. And for years, they have been quietly failing at it—then concluding that something must be fundamentally wrong with them.

In *What Drives Women to Porn?*, Crystal Renaud Day argues that the behavior was never the whole story. Drawing on nearly two decades of counseling and recovery ministry and original research involving 1,321 women across 58 countries, she identifies five drivers—emotional, relational, identity, trauma, and spiritual—that shape women’s unwanted sexual behaviors long before a screen is ever involved.

The book replaces the familiar question—*What’s the matter with me?*—with a better one: *What happened to me?* From there it moves into The SCARS Model™, Day’s five-part framework for healing that has become the foundation of SheRecovery’s programs worldwide.

Grounded in attachment theory, neuroscience, trauma-informed care, and Christian faith, this is not another behavior-management program. It is a compassionate, research-informed path for women who are exhausted from fighting the same battle—and for the counselors, pastors, and families walking beside them.

WHY IT MATTERS NOW

01

In her 2023 study, **93% of women had never attended a recovery meeting.** The need is enormous and almost entirely unmet.

02

Nearly 60% were first exposed before age thirteen. This is a childhood-formation story, not a willpower story.

03

The public conversation still frames pornography as a men’s issue—leaving women isolated, unnamed, and ashamed.

04

It brings trauma, attachment, and nervous-system science to a subject the church has too often handled with moralism alone.

BOOK DETAILS

Publisher Living on Purpose, LLC

Pub Date Sept 15, 2026

Pages 238

Category Christian Living · Recovery

Formats & ISBN

Paperback · \$21.99 979-8-9973821-0-0

Hardcover · \$34.99 979-8-9973821-1-7

eBook · \$9.99 979-8-9973821-2-4

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ADVANCE PRAISE

What clinicians & leaders are saying

“Instead of ‘What’s the matter with me?’—the clarion cry that plagues most women who engage in unwanted sexual behavior—Crystal unpacks a much more important question: ‘What happened to you?’ And even more crucial, she provides a clear answer. Every modern woman, pornography struggler or not, will benefit from this book.

MARNIE C. FERREE, LMFT, CSAT · AUTHOR OF *NO STONES*; FOUNDER, BETHESDA WORKSHOPS

“For years, Crystal Renaud Day has gone where few were brave enough to go, giving voice to women who were told their struggle didn’t even exist. Here she does something braver still: she asks the question almost no one was asking.”

NATE LARKIN · FOUNDER, THE SAMSON SOCIETY

“By helping women understand the deeper why behind their behavior, she offers a compassionate and practical path toward lasting healing—not simply sobriety. An excellent resource for women seeking genuine healing.”

DR. EDDIE CAPPARUCCI · AUTHOR OF *GOING DEEPER*

“She compassionately explores the emotional, relational, nervous-system, and spiritual forces beneath unwanted sexual behavior... giving women language for their stories.”

MIKE VAUGHN, LCMHC, CSAT · EXECUTIVE DIRECTOR, BETHESDA WORKSHOPS

“Crystal masterfully exposes the crushing isolation women face in their hidden struggles... an essential lifeline for anyone struggling in silence or walking alongside someone who is.”

HEIDI COOPER, MAPC · RECOVERY SPECIALIST, COVENANT EYES

“Crystal’s work will take you deep into your own story, and back to your true God-given identity. She walks with you like the caring friend who has been where you are.”

NICK STUMBO · EXECUTIVE DIRECTOR, PURE DESIRE MINISTRIES

“Not only does she answer why women can be drawn into pornography, she provides practical, actionable steps for freedom. A beautiful roadmap.”

JESSICA (HARRIS) CERULA · AUTHOR OF *QUENCHED*

“Too often the Christian response to problematic sexual behaviors is ‘try harder.’ Crystal offers a welcome different paradigm—a path to looking under the surface at the matters of the heart. Real problems real women face, and real hope.”

CAROL TANKSLEY, M.D., D.MIN. · FOUNDER, DR. CAROL MINISTRIES

TALKING POINTS & Q&A

Ready for any conversation

KEY TALKING POINTS

- ◆ The five primary drivers that commonly underlie women's pornography use.
- ◆ Why behavior management alone rarely produces lasting recovery.
- ◆ How shame keeps the recovery cycle alive—and how to break it.
- ◆ The SCARS Model™ as a practical framework for long-term change.
- ◆ Replacing self-condemnation with insight and healthier responses to emotional pain.

SPEAKING TOPICS

What Drives Women to Porn?

Keynote

The SCARS Model™ in Practice

Clinician & leader training

Why “Try Harder” Isn’t Working

Church series

Shame, Secrecy & the Church

Leadership talk

Supporting Someone You Love

Workshop for spouses & families

SUGGESTED INTERVIEW QUESTIONS

- 01 Why have women's stories about pornography gone largely unheard for so long?
- 02 Your book asks “why” rather than “how to stop.” Why was that the more important question?
- 03 You surveyed 1,321 women. What finding most changed how you think about this?
- 04 You identify five primary drivers. What are they, and why does understanding them matter so much?
- 05 You say pornography is often a symptom rather than the problem itself. What do you mean?
- 06 Why do so many women keep struggling after years of prayer, accountability, and trying harder?
- 07 Why is it so hard for women to seek help in the church—and what would make it easier?
- 08 What should a husband, friend, or pastor do when someone finally tells them the truth?
- 09 If a woman listening today secretly believes she's broken beyond repair, what would you want her to know?
- 10 You were the first person writing about this specifically for women. What has changed in the twenty years since—and what hasn't?
- 11 What does The SCARS Model™ look like in practice for a woman starting from zero?
- 12 What do you say to a church leader who has never once addressed this from the platform?

FROM THE BOOK

An excerpt

INTRODUCTION · THERE IS MORE TO HER STORY

She was only ten years old. Too young to understand the ramifications of what she was about to see. The images appear without warning and without explanation. There is no conversation about desire. No context for sexuality. No one helping her make sense of why her body reacts before her mind can interpret what is happening. What feels confusing also feels captivating. What feels wrong also feels strangely compelling.

But there is no language for it. Only exposure. The images remain long after the moment has passed.

For many women, sexual awareness begins in moments like this. Moments that arrive without guidance, without understanding, and without anyone helping them make sense of what they are seeing or feeling. What begins in confusion can quietly become familiar. And familiarity—even when it carries shame—can be powerful.

I remember my own first exposure to pornography at the age of ten.

“Because the girl in the story was me.”

For years I used to say that I stumbled upon pornography. But the truth is, children rarely “stumble” onto explicit material. There are usually circumstances that make exposure possible.

When I opened it, curiosity rushed in first. I was intrigued in a way I didn’t yet have words for. Then almost immediately another emotion followed—shame. I was no saint as a child, but this felt different from the guilt I experienced when I would get in trouble. Guilt meant I had done something wrong. Shame felt like something inside me was wrong.

When a deep need goes unmet, even what harms us can begin to feel like relief. And when secrecy becomes the companion to that hunger, it begins to shape a life. Secrecy teaches you to divide yourself into parts—the version others see and the version you hide.

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INTERVIEWS & APPEARANCES

Let's start the conversation.

Crystal welcomes interview, podcast, and speaking invitations, and is available for original op-eds and guest articles with two to three weeks' lead time.

Headshots, cover art, bio, and an advance copy of the manuscript are available on request—or download them directly from page three.

[REQUEST AN INTERVIEW](#)WDWTP.COM

MEDIA & INTERVIEW REQUESTS

Zoe Moody

zoe@jonesliterary.com