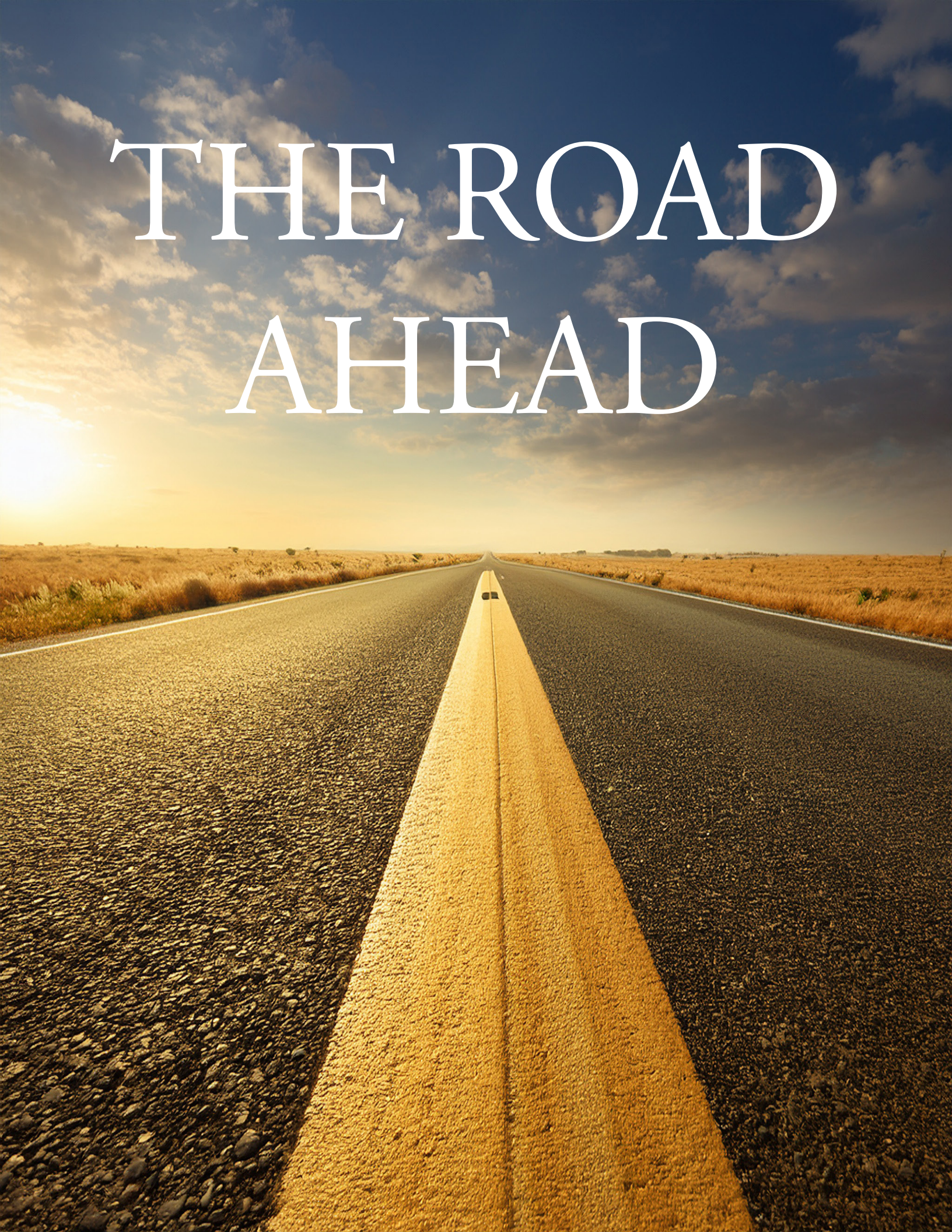


THE ROAD AHEAD





WRITTEN BY MELISSA ORSAK
PHOTOGRAPHY BY ADRIAN DAVID PAYNE

It's Your Road

Country Music Singer and Songwriter shares her journey as she traverses her path.

Powerhouse vocals, unapologetic style, and unyielding determination give Billie Jo Jones a significant advantage as an emerging country singer and songwriting star. This Texas-born gem is as captivating as a blooming southern bluebonnet, leaving an unforgettable impression on everyone fortunate enough to cross her path, whether in the warmth of her personal interactions or the electrifying energy she brings to the stage. Her presence is truly enchanting, embodying the spirit of the South while forging her unique place in the hearts of fans and fellow musicians alike.

Jones has achieved three #1 hits on the Texas Regional Radio Chart and CDX True Indie with her songs “Right Now Kinda Girl,” “Some Girls Don’t Cry,” and “Whose Tequila Are You Drinkin’?” The latter song recently became an Amazon #1 bestseller. These accomplishments earned her the titles of 2025 Female Vocalist of the Year on Texas Regional Radio and 2024 Emerging Artist of the Year from the Texas Country Music Association.

According to Jones, her passion for music was inevitable. She shared, “Growing up in Emory, Texas, country music wasn’t just something you heard on the radio; it was woven into the fabric of daily life. From the twangy guitars drifting out of pickup trucks to the classic tunes playing at the local diner, it was the soundtrack to our small-town existence.

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My grandparents, who raised me, were big country fans. I have vivid memories of them listening to the greats – Patsy Cline, George Jones, Loretta Lynn – their voices filling our home with stories of love, loss, and resilience. These weren’t just songs; they were narratives that resonated with the experiences of the people around us.

Growing up surrounded by that authentic Texas country sound, those heartfelt stories, and the strong sense of community it fostered, it wasn’t a conscious decision to love country music; it was more like breathing the air. It became a part of who I am, a reminder of where I come from and the values I hold dear. It’s a genre that feels like home, and I intend to instill it in my kiddos as well!”

Among the many incredible country artists, Loretta Lynn served as a guiding light for Jones throughout her youth. Her music was raw and honest, telling stories that resonated deeply as Jones discovered her own voice. She admired Loretta’s “unapologetic authenticity” in tackling difficult topics such as marriage, motherhood, and courage. Lynn’s strength in a male-dominated industry inspired Jones to stay true to herself.

Looking ahead, Jones would love to collaborate

with musical artist Ella Langley. She finds Langley's songwriting and energy impressive and appreciates the honesty in her lyrics. Jones believes that their combined artistry would create a unique musical harmony.

Throughout her journey, Jones has faced her share of challenges. Not only has she endured them well, but she has transformed these difficulties into her own superpower. She shared, "Being a woman and a mother in the country music industry definitely adds layers of complexity to the journey. While I've been fortunate to experience incredible support, navigating the demands of a music career alongside motherhood has, without a doubt, been the most challenging aspect so far.

There's this constant balancing act – the pull between wanting to be fully present for my children and the drive to pursue my passion. Touring and long hours in the studio can feel at odds with the desire to be home for milestones and everyday moments. It's a challenge many working parents face, but in an industry with such unpredictable schedules, it can feel particularly amplified.

Overcoming this has been a process of learning to prioritize, setting boundaries, and, most importantly, building a strong support system. My family has been my rock, and having people around me who understand and support both my dreams and my responsibilities as a mother has made all the difference. Shout out to my best friend Jessica Williams, who has stood beside me and watched my kiddos for nine years now so that I could go and live my dreams and provide a better life for them!

It's still a work in progress, and there are days that are undoubtedly tougher than others. But I've come to realize that my roles as a woman and a mother actually fuel my artistry. They give me a

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deeper well of emotions and experiences to draw from in my songwriting and a stronger sense of purpose in what I do. It's about embracing all facets of who I am and finding a way to make it all work, even if it looks a little different than the traditional path."

Balancing the responsibilities of motherhood for four children while pursuing a successful music career is no small feat. For Jones, it is equally important to actively engage with and serve her community.

Reflecting on her commitment to service, Jones remarked, "Growing up in a close-knit community like Emory, you learn early on the importance of looking out for one another. That spirit of giving back is something that's deeply ingrained in me, and it extends beyond just our local area. That's why my involvement with the Fisher House Foundation, which provides a home away from home for families of veterans and active-duty military personnel undergoing medical treatment, is so incredibly important to me.

These families face stressful times, and the Fisher House offers comfort and support at no cost, allowing them to focus on their loved ones. Contributing to an organization that eases burdens is her way of showing gratitude for the sacrifices made by veterans and active military. Whether through raising awareness, volunteering, or donating, being part of the Fisher House connects Jones to a larger community and reinforces the values of compassion and service instilled from birth. Jones said, "It's a privilege to be involved with an organization that makes such a tangible difference in the lives of these heroes and their families."

When asked what advice she would give her younger self, Jones responded,

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**"IF SOMEONE HEARS
A SONG OF MINE AND
THINKS, 'YEAH, I'VE BEEN
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EXACTLY HOW I FEEL,'
THEN I'VE DONE MY JOB."**

BILLIE JO JONES





Billie Jo JONES

“The road ahead in the music business? Well, it’s going to be long. Real long. Most importantly, never give up on that spark inside you. There will be people who try to tell you who you should be or what kind of music you should make. Stay true to your own voice, the one that’s just starting to find its sound right here in Grand Saline. Let your experiences, your roots, shape your music authentically.

Learn from everyone you meet, celebrate every small victory, and don’t be afraid to stumble and learn from your mistakes. This journey isn’t a race; it’s a marathon. There will be times you feel like you’re running uphill, but the view from the top, whenever you reach those milestones, will be worth every step.

Keep writing those songs, keep playing that

guitar, and keep believing in the music that lives inside you. It’s a long road, but it’s your road. Walk it with passion, with grit, and with the unwavering belief that your voice deserves to be heard. And remember where you came from, right here in Texas, because that’s a part of your story that will always be worth singing about.”

Her brand new 12-song album, titled “Turquoise & Silver,” will be released on October 17th. She has written or co-written 10 of the 12 songs, and the excitement surrounding this release is at an all-time high. Two days later, the new TV series “The Road” debuts on CBS/Paramount+, where she is one of the twelve finalists. The show is produced by Taylor Sheridan and Blake Shelton. Jones has had an incredible year and continues to make significant waves in the country music scene.