



"Give me three months
and I'll give you your
Body Back"

thefitmumformula.com/bodyback



The Fit Mum Formula Media/Press Pack

About Me

I'm Pollyanna Hale, an award winning online weight loss coach to Mums and women who want to feel amazing, have more energy, and get back the body and body confidence they had in their younger (pre-kids!) years.

A qualified Personal Trainer and Nutritional Therapist specialising in female fat loss, I've helped hundreds of Mums through my online products, books and courses.

It's my goal to help as many Mums as possible and media outreach is a big part of this strategy. A confident speaker and writer with a hefty and growing social media presence, I'm able to connect directly to a loyal following who trust my opinions on all things health and fitness, including products I review, news stories discussed, or simply answering the questions these women have that are leaving them confused as to how to move forward on their health and weight loss journey. See below for some examples of how I've worked with the media and brands.

What I Talk About

I'll talk about anything I feel will benefit my audience and followers, so that mostly involves food products and brands, supplements, exercise clothing and equipment or supplementary resources or education that may help them. I'm honest and will openly dismiss stories or products I feel are misleading or unhelpful to my followers, so only review or work with brands I feel I can talk about in a positive light. I'll be honest if I don't think we're a good fit to work together; that's not to say your brand isn't awesome, it just might not be right for my Mums!

Media Presence

Some examples of recent media presence or brand collaborations include:

- Sky News live prime time interview (about eating disorders)
<https://news.sky.com/video/expert-food-is-just-the-drug-of-choice-10706868>

- Sky News live prime time interview about kids' school lunch boxes
<https://www.youtube.com/watch?v=8MZFFjzp15c&t=3s>
- Regular Writer for Watchfit: <http://watchfit.com/experts/health-and-lifestyle-coaches/pollyanna-hale-6637>
- Brand/product affiliation: <http://www.thefitnumformula.com/discounts/>
- The Sun Newspaper Full Feature (fad diets):
<https://www.thesun.co.uk/living/3594099/fad-diets-loved-by-martine-mccutcheon-the-kardashians-and-alexandra-burke-dont-work-and-actually-make-you-gain-weight-expert-warns/>
- LBC Radio (losing the baby weight): https://www.youtube.com/watch?v=aGoc-w7LVLI&index=4&list=PL60XJ4XEa8wwJ_I6gq8GL9AbuUxoW00v0
- Podcast Guest Interview (The Sleep Nanny):
<http://www.thefitnumformula.com/blog/weight-loss-sleep-deprived-mum/>
- Fit & Well Magazine (shifting the baby weight):
<http://www.thefitnumformula.com/blog/losebabyweight/>
- Example Product Review (Oppo Ice Cream):
<http://www.thefitnumformula.com/blog/oppo-healthy-ice-cream-review/>
- Example Recipe (Protein Pow): <http://www.thefitnumformula.com/blog/half-term-healthy-cookies/>
- Example guest blog/recipe on my site (Hari Ghotra):
<http://www.thefitnumformula.com/blog/kid-friendly-indian-food/>

Ways To Work With Me

- **Review or blog on *my* website:** includes optimised and engaging post or review to your specifications, on a specific date if required. Shared to Facebook, Twitter, Google+, LinkedIn as well as to my email list. **£40**
- **Guest post for *your* website:** includes optimised and engaging original post or review to your specifications, on a specific date if required. I will share the post to Facebook, Twitter, Google+, LinkedIn as well as to my email list. **£40**
- **Recipe Creation:** Published as an engaging and optimised blog on either your or my website including images, using your ingredients or products. I'll buy any additional ingredients needed myself if required for the recipe, and includes the same promotion channels as with blogs and reviews. **£50**
- **YouTube Video, Video Review or Testimonial:** A video of me talking about, or demonstrating use for your product or service. You will have full rights to this video. I can script it myself, or if you prefer you can send me a script which I am happy to use if the contents fit with my own ethos and branding. **£50**
- **Facebook, Instagram or Twitter post:** A post of your choosing, any type/theme (e.g. giveaway/video/image/link: **£15**
- **Social Media Bundle 1:** I will put out a tweet, Facebook post AND Instagram post of your choice (3 posts in total) - (image, link, video, giveaway, poll etc) to my followers of Mums who are interested in food, fitness, improving their health, as well as parenting topics, lifestyle and self-care. **£30**

- **Social Media Bundle 2:** I will put out a YouTube video, tweet, Facebook post AND Instagram post of your choice (4 posts in total) - (image, link, video, giveaway, poll etc) to my followers of Mums who are interested in food, fitness, improving their health, as well as parenting topics, lifestyle and self-care. **£60**
- **Affiliate marketing:** I'll happily become an affiliate for and promote brands I truly believe in. Discounts to my followers are the best way for us both to get the most from the relationship.
- **Public speaking:** Price dependant on individual requirements and location.
- **Open to ideas!** Get in touch if you have an idea you'd like to run by me.

Contact Details



enquiries@thefitmumformula.com



<http://www.thefitmumformula.com>



<http://www.facebook.com/thefitmumformula>



Facebook Group

<https://www.facebook.com/groups/weightlossandfitnessformums/>



<http://www.twitter.com/FitMumFormula>



<http://www.youtube.com/user/FitMumFormula>



<http://www.pinterest.com/pollyannahale>



<https://www.linkedin.com/in/pollyannahale/>



<http://www.instagram.com/pollyannahale>