

# Online Influencer Kit

Rachel Allan – When Business Meets Baby



# When Business Meets Baby | Online Influencer Kit

*Thank-you for downloading and taking the time to read this kit. I believe that we can find a way to jointly benefit from working together in collaboration and I hope that you can see the benefits too.*

*My target markets are:*

- ❖ *Mums in business who are pregnant or planning to have a baby*
- ❖ *Mums or Dads in business who are out of control trying to find a balance with babies/children pre-primary at home*
- ❖ *Location is Australia, New Zealand, Canada, UK and USA primarily.*

*From an online partnership I am looking to:*

- ❖ *Work collaboratively to achieve your goals*
- ❖ *Build my social media audience and subscribers to my newsletter*
- ❖ *Make book sales*

*I am flexible in how we work together - you know your audience the best - and I am happy to look at:*

- ❖ *Shared social media posts*
- ❖ *Guest blog posts / interviews*
- ❖ *Giveaways & competitions - including book and/or chapter*
- ❖ *Discounts for book purchase*

## Endorsements

*When Business Meets Baby* is a refreshing observation on life as a working mum. Debunking the myth of the Supermum is crucial for working mothers. While we can have it all, we can't have it all at the same time and Rachel Allan gives us permission to understand this. True empowerment will only come when we find gentle and sustainable ways of achieving the dual roles of nurturer and career person, and the strategies presented here are a great place to start. ~ **Lisa Hayden, Communications consultant & writer, [www.lisahayden.com.au](http://www.lisahayden.com.au)**

More endorsements in the dropbox folder - see below!

### Chapter Outline

#### Business



Plugging back into business  
Lifecycle of a business  
Growing your business with your baby  
Developing and managing your business  
Marketing made easy  
Eyes on your money, honey

#### Life



A dad's perspective  
Relationships matter  
Building a support community  
Getting a break  
Creating and maintaining domestic harmony  
Creating a healthy environment  
Pre-school years and beyond

#### Self



The big shift  
The fourth trimester  
Be surprised by the everyday miracles  
The pressure cooker effect  
The role of mother  
Finding the new you  
Reclaim the power over your life  
Being healthy and energised

### CONTACT

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## Downloads to help you. In this dropbox folder

<http://goo.gl/jbSLZJ> you will find:

- ❖ A chapter excerpt
- ❖ A series of social media quotes
- ❖ Tweet Samples
- ❖ Hashtag samples
- ❖ Banner Artwork
- ❖ Book artwork
- ❖ Videos
- ❖ Blogs
- ❖ Rachel Allan bio's and headshots
- ❖ Endorsements

These are updated regularly

## My following:

- ❖ Facebook - page - 118 Likes
- ❖ Facebook - profile - 491 Friends
- ❖ LinkedIn - profile - 1126 contacts
- ❖ Pinterest - 83 Followers
- ❖ Subscribers - Newsletter - 19 subscribers
- ❖ Website Visitation - 241 sessions, 546 page views, 2.27 pages per visit, 2.46 minutes per session, 52.7% bounce rate (18/8 - 18/10)

## Key Marketing Activities

Networking, social media, guest blogging & podcasting, speaking, publicity - online & offline, expos, sponsorship, online bookstores, website, email, competitions, gift guides, launch events in Ballarat, Melbourne, Sydney & Brisbane.

### ***Product Information:***

*Here's something you already know. When you become a mother, you want flexibility. You want to be there for your baby, and you want results in your business. You want to make good money, and to make a difference.*

*All over the globe, women are taking control by starting their own businesses - businesses that (they hope) will grow around the needs of their babies. If you're ready to combine entrepreneurship with the rewards of motherhood, let this book show you how to do it with love, grace, business smarts and pizzazz.*

*This practical guide shares the advice of successful entrepreneur Rachel Allan, parenting and self-care experts, and women just like you who have worked out the shortcuts to success. You'll discover how to:*

- ❖ *take beautiful care of your baby, your business and yourself in an intuitive way*
- ❖ *set up supportive systems that free your time and help you feel relaxed and in control*
- ❖ *enjoy the experience of being a truly 'present' mother and a successful business owner*

*You don't need to do it alone, and it doesn't have to be complicated. **You truly can achieve balance - this book will show you how!***

### ***Coming in 2017***

- ❖ *'The Big Pram Meet Up', a series of events held in multiple locations empowering and motivating mums to reinvent themselves and their businesses.*
- ❖ *eBook in May 2017!*
- ❖ *Online courses which will explore themes that are discussed in When Business Meets Baby in more depth and show how they can be implemented across your Business, Life and Self to achieve balance.*
- ❖ *'Family Friendly' retreat again exploring the themes in more depth.*
- ❖ *When Business Meets The School Bell - Growing your business when your child goes to school, because the rules will change!*

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