



BLOG STATS

153,000+
monthly unique visitors

267,000+
monthly pageviews

169,000+
monthly active readers

OUR READERS

AUDIENCE
90% female
10% male

LOCATION
65% United States
12% Canada
6% United Kingdom

ABOUT AUTHOR

Michelle Blackwood is the creative blogger at Healthier Steps, with more than 20 years as a vegan and 7 years on a gluten-free diet. Michelle aspires to help families get healthier, one step at a time. She is always experimenting in the kitchen. She takes traditional recipes and updates them with her unique healthy vegan and gluten-free twist. She creates delicious recipes for busy parents that are easy to prepare and flavorful. Her recipes include a wide variety of meals from Soul Food cooking, to Caribbean cuisine and gourmet dishes. Michelle has a keen eye for photography, she produces gorgeous photos for her website and she is very engaging with her readers.

Michelle was born and raised in Jamaica, studied in United Kingdom and now lives in Florida with her amazing husband, 2 children. Her daughter Devannah, is 20 years old and in university studying biology; while Daevyd her son, is 9 years old and homeschooled along with their Italian Mastiff, Macho. Her husband manages a camping and recreational facility where she often does catering events for the thousands of visitors year round. She also enjoys reading, traveling, and gardening.

Michelle is a seasoned recipe developer, author of "Healthier Steps: 125 Gluten-Free Vegan Recipes" cookbook. Her work has been featured by Parade Magazine, Huffington Post, BuzzFeed, Tastespotting, FoodGawker, Community Table, Jamaican Eats Magazine, One Green Planet and Epicurious.

Her influence is also local where she does cooking classes, catered events and health talks. Also, she loves to work with brands.



SOCIAL MEDIA REACH

58.0K Facebook
Facebook.com/healthiersteps

13.9K Pinterest
Pinterest.com/healthiersteps

14.3K Facebook
Facebook.com/groups/507212169449036/

8.2K Twitter
Twitter.com/healthiersteps

3.8K Facebook
Facebook.com/veganrecipeswithlove/

7.2K Instagram
Instagram.com/healthiersteps

READERS TESTIMONIALS

'I made it tonight! It came out great! I think I just about doubled the amount of veggies (I overbought) and kept the sauce ingredients the same quantity, but it still came out fantastic! I wish I could share a picture! It looks just like take-out!'

'Delicious! I'm really pleased about how it came out. This was a winner with my kiddos too! Thank you! I asked my 8 year old what to rate it, and she said "5"!'

'I feel like a cook.(which i am not ... I am a recipe follower and that's ok with me)..this was great ... hubby gave some to a friend because he didn't have lunch and the friend called me and said he is placing his order.. I was like ok.. Thanks for your recipes ...u r making me into a cook'

'WOW!!!!

When I first saw the gorgeous color in this dish I knew I wanted to make it.
And having a vegan friend for lunch yesterday I made a bowl.
I have sent her away with your website as she was so impressed.
Thank you for a great recipe :D'

'Wow! I just did the lentils meatballs and I still can't believe how easy it was, how good they taste and how they look like meat! Will do it again really soon and freeze some. Thanks for this awesome recipe.'



SERVICES OFFERED

Brand Ambassadorship
Sponsored Facebook Live
Social Media Promotion

Sponsored Recipe Posts
Video and Content Production
Photography

RATES AND DELIVERABLES

SPONSORED POST RATE **\$750**

- An original recipe, plus 4 high quality images.
- 1-2 photos include product in package.
- Links to brand's website.
- Purchase link included in the post.
- Links to brand's social media outlets
- Promoted across all social media channels *
- Photos can be used for online marketing purposes **

SPONSORED POST EXAMPLES

Breakfast Quinoa Bowl for Silk
Loaded Guacamole for Casabella
Roasted Sweet Potato Jackfruit with Basil Pesto for Bertolli

SPONSORED VIDEO RATE **\$1000**

A video featuring the product will be created and embedded into the post. The video will be less than one minute, perfect for sharing on Facebook. I will also be responsible for Facebook advertising.

VIDEO EXAMPLES

Turmeric Coconut Rice
White Bean Soup
Vegan Blueberry Pineapple Bread

CONTACT US

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