

1 *virtually*
alana.





WHAT I CAN DO FOR YOU

Marketing Graphics
Social Media Design
Copywriting
Course & Program Admin
Personal Assistance
Marketing Emails



PREVIOUS WORK

SOCIAL POSTS



WIN 1 of 5
Orchard Gold Gift Packs!

Three gift pack options are shown:

- orchard gold acai bowls
- orchard gold blueberries
- orchard gold super fruit mixed berries



"I love everything about the planner!"
Ashika Gisbourne

FREE GOODIES WITH YOUR PLANNER!

ONLY \$36!

CLICK HERE!



WIN!

Be in to win 1 of 3 gift packs full of **Munch** eco friendly goodies!

\$132 value!

Claire
TURNBULL



WIN

Silver Fern Farms
\$150 GIFT PACK!

Gift pack items include:

- Grass-Fed Lamb Medallions
- LAMB
- Grass-Fed Venison Medallions
- Grass-Fed Beef Medallions

100% MADE OF NEW ZEALAND

SOCIAL POSTS

TESTIMONIALS

"I had a big emotional release this morning after doing session 7 of Qoya and having my morning cacao. They really helped release tears and stress... I'm loving these practices Thank you!"

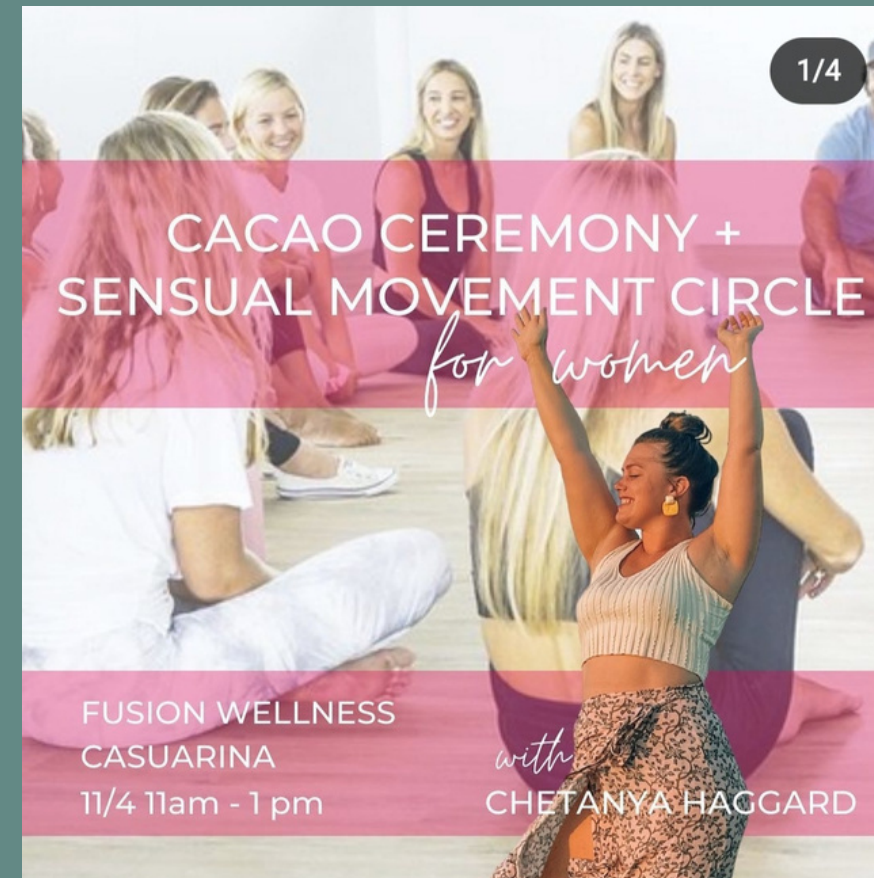
Carla Sherwood
Holistic Psychologist

Click link in bio
to learn more about Qoya!

8 PILLARS OF NOURISHMENT *Checklist*

- | | |
|--|--|
| <input checked="" type="checkbox"/> SENSUALITY/
SEXUALITY | <input checked="" type="checkbox"/> SPIRITUALITY |
| <input type="checkbox"/> CORE DESIRED
FEELINGS | <input checked="" type="checkbox"/> EMBODIMENT/
PRESCENCE |
| <input checked="" type="checkbox"/> WELLBEING/
NUTRITION | <input type="checkbox"/> RELATIONSHIPS |
| <input checked="" type="checkbox"/> SELF CARE | <input checked="" type="checkbox"/> FUN/PASSION |

@CHETANYAHAGGARD



1/4

CACAO CEREMONY + SENSUAL MOVEMENT CIRCLE *for women*

FUSION WELLNESS
CASUARINA
11/4 11am - 1 pm

with
CHETANYA HAGGARD

Pre-Ovulation....

I have so many ideas!
I am so excited!
Wanna to go to mars!?

@chetanya haggard

SOCIAL POSTS



Meaningful & low cost
gift ideas for friends
& family that don't
need more stuff

Claire
TURNBULL



New year
happier, healthier you

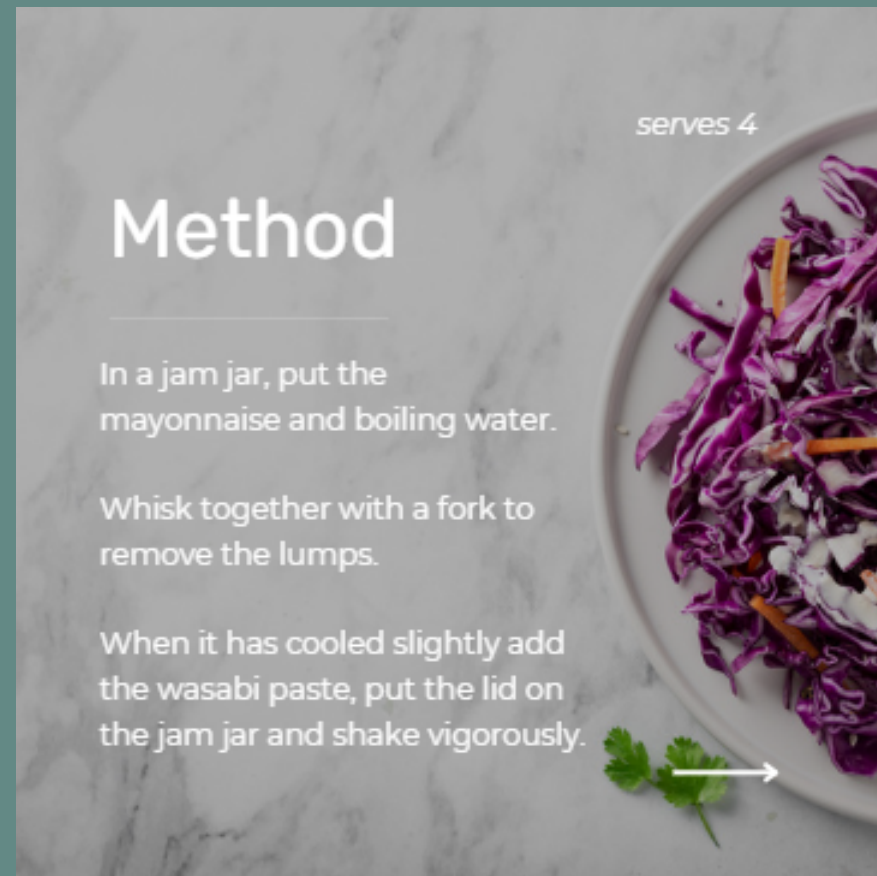
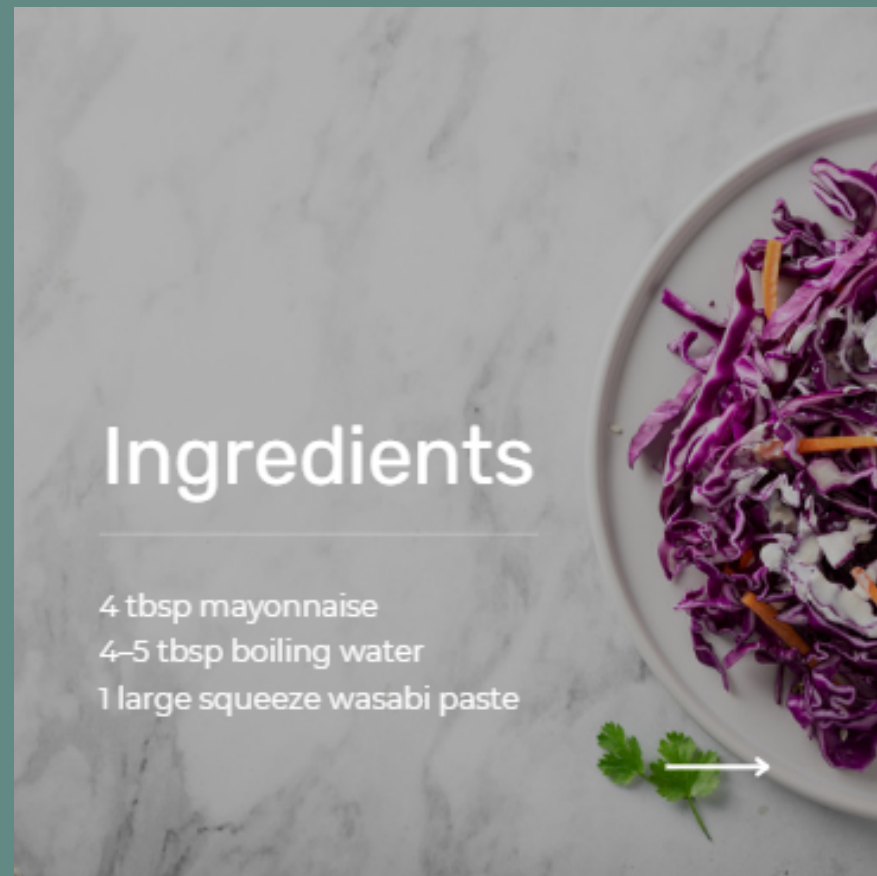
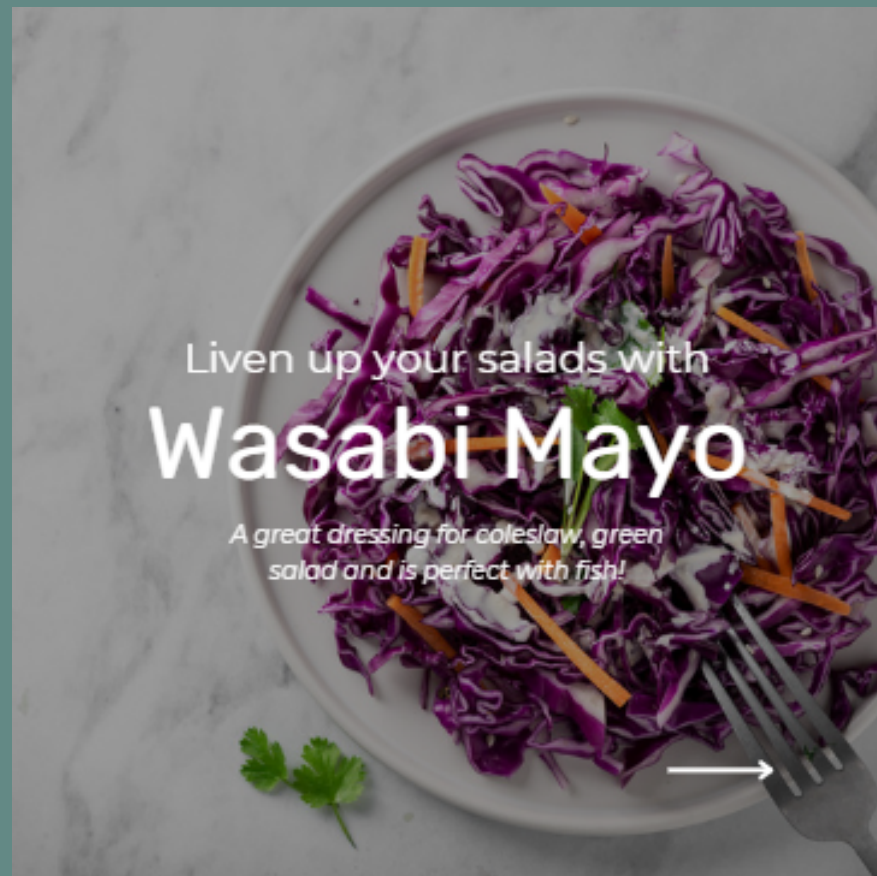
*"I'm so happy with my planner,
it's really helped make it easy for
me to make healthy changes to
my life. I feel so much better
from being in a good routine! I
love that it has everything you
need all in one place".*



ON THE DAYS WHEN YOU
ONLY HAVE 30% AND YOU
GIVE 30% **YOU GAVE 100%**

Claire
TURNBULL

IG POST SERIES



SOCIAL POSTS

COMING SOON!

Back on track Masterclass

Good bye diets and deprivation
Hello healthy habits & happiness!

Tickets open Sunday, limited spaces

By the end of the masterclass you'll know how to:

- Build healthy habits
- Ditch the diet mindset
- Control your food cravings
- Enjoy eating without guilt
- Overcome overeating
- Avoid self-sabotage

Claire
TERRILL

"I absolutely love your open, honest and authentic approach. You are a true inspiration and I really appreciate your advice being so practical and realistic"

Ivana, Wellington

Prizes to be won!

Online Event
Thursday 25th August
7:30- 9pm

Tickets \$79

LIMITED TICKETS AVAILABLE!

Claire
TERRILL

COMING SOON!

Back on track Masterclass

Good bye diets and deprivation
Hello healthy habits & happiness!

Tickets open next week, limited spaces

IG STORY SERIES

Say hello to warm lunches!

"These are just fantastic! Great quality too! It is so brilliant to pack a warm lunch on chilly days"
Tania



Available now!
Learn more 

Keep food hotter or colder for longer!

Double walled & insulated.
Keeps food hot up to 6 hours or cold for up to 9 hours

Generous 470ml capacity & leak proof

Perfect for your work lunch or for the little ones to take to school!

Available in black, mint & pink

Only \$40 each

Get yours at claireturnbull.co.nz



Claire TURNBULL



Wish you could get a great nights sleep?

Introducing

The Luxury Opulence Plush Sleep Masks




Claire

- ✓ Handmade
- ✓ Silky soft cotton
- ✓ 100% light blockout
- ✓ 3 colours
- ✓ Only \$40

Claire

"Love my mask. Has made such a huge difference to my sleep pattern. Not sure how I went without one. Defo recommend to anyone thinking about getting one. Sleeping great, feeling better on a whole." Julia

Claire

Get yours HERE 

Claire

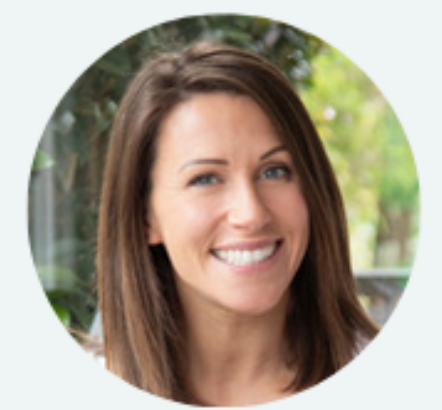
NEWSLETTERS



Back on track

Good bye diets and deprivation.
Hello healthy habits & happiness!

Masterclass



Hosted by Claire Turnbull

Limited tickets available \$79

Online Event | Thursday 25th August | 7:30 - 9pm



Get your tickets here!

NEWSLETTERS

Christmas Gift Ideas

* Gifts your friends & family will love! *



"I love everything about the planner. It's the perfect size, beautifully designed and it really works!"

Ashika - Gisbourne

BONUS gifts with your orders!

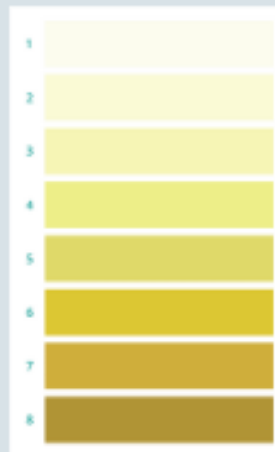


INFORMATIVE POSTERS

Have you had enough to drink?

Not having enough water in your body makes you feel tired and affects your brain function and mood. It makes exercise feel harder too!

Drink enough fluids so your pee is a 1-2 on the chart below



GREAT! KEEP IT UP!

TIME FOR A GLASS OF WATER

HAVE 2-3 GLASSES OF WATER

DRINK A BOTTLE OF WATER

EnviroNZ

EnviroWaste

Mission Nutrition
Dietitians & Nutritionists

Want more energy?

Try these foods for a healthy energy boost!



Fruit



Oats



Milk



Nuts



Peanut Butter



Chicken



Yoghurt



Sushi



Eggs



Wholegrain filled wrap



Canned fish



EnviroNZ

EnviroWaste

Mission Nutrition
Dietitians & Nutritionists

5 steps to a healthier life

1

Sleep 7 - 9 hours

(TIP: turn off bright lights and screens an hour before bed)

2

Fuel your body

(TIP: choose a variety of nourishing foods with plenty of fruit and veg)

3

Drink smart

(TIP: have plenty of water, keep caffeine to earlier in the day and enjoy some alcohol-free days)

4

Move regularly

(TIP: find ways to move your body that you enjoy)

5

Nurture a healthy mind

(TIP: connect with others and find ways to do things that you enjoy and make you feel like yourself every day)


More energy, improved mood and better quality of life for many years to come!

EnviroNZ

EnviroWaste

Mission Nutrition
Dietitians & Nutritionists

MEDIA KIT



Claire Turnbull Media kit

Nice to meet you!


Thank you for approaching me to support your brand. I love work alongside businesses whose work and mission I truly believe in so I look forward to hearing more about what you do and how I might be able to help.

My approach

I understand what it takes to get a message across and encourage engagement. I am a perfectionist by nature and will work with you to understand your business, your key messages and target audience, then craft content that is tailored to the needs of your brand and campaign. My goal is always to maximise your return on investment.

My fees includes


- Researching your work/business/campaign
- Crafting posts/content required
- Tagging your business/linking to your website
- Taking photos/videos, editing if required
- Creating a post analysis report with screen shots of the posts/content including likes/comments/engagement.



Claire Turnbull

- BSc (Hons) Dietetics UK
- NZ Registered Nutritionist
- Studying Positive Psychology Diploma
- Managing Director of Mission Nutrition
- Healthy Food Guide Nutritionist
- Author, Speaker & Presenter

Wellbeing inspiration for healthier, happier living that feels good inside and out



My background

I am a degree-qualified nutritionist, best-selling author and professional speaker who is passionate about making it easier for people to create a healthier life. I have worked in the health and wellness industry for over 18 years and feel honoured to have the ability to make a positive impact on the lives of others.

Over the years I have had the privilege of working for the likes of Diabetes New Zealand, the Millennium Institute of Sport and in professional rugby as well as filming multiple TV shows.

I have worked for Healthy Food Guide Magazine for 17 years and now managing the strategy and content for their workplace wellness business 'My Everyday Wellbeing'.



I regularly feature on Breakfast TV, Fair Go, Seven Sharp, and NewsTalk 2B, sharing my thoughts and tips on wellbeing as well as featuring of podcasts throughout the world.

Alongside my own work, am the owner and director of the private nutrition practice and corporate wellness company Mission Nutrition and have a team of Dietitians and Nutritionists that work alongside me throughout New Zealand.

As a qualified nutritionist with wisdom from my own experiences, I am passionate about inspiring others to get the most out of their lives by improving their understanding of how food, sleep, exercise, and the mind have a part to play in their physical, emotional and mental wellbeing.

I am a passionate ambassador for Breast Cancer NZ, and Project Employ, plus I also help with Monty Beahm's Steps for Life programme.

My approach is practical, realistic, and down-to-earth. I juggle my work and two businesses, studying for a diploma in Positive Psychology, alongside two little boys, who are 5 and 8, so I know how to walk the talk when it comes to living well with a full-on life!

Campaign Offerings

I can create a bespoke content featuring your product or service along with written copy to share on my social channels (Facebook and Instagram) to promote your brand. I will tag your business in the post and can share a link to your website too.

Social media posts

Photos of your products

Claire will take up to 6 photos or design a single tile and supply copy for a post to promote your product or service on my social media platforms. Alternatively you can supply photos which I can use as the base and add words/design to these if required.

no food prep	\$
incl food prep	\$

Reel or video of your products

Claire will create a reel or video show casing your product or service up to 60 seconds in length.

no food prep	\$
incl food prep	\$

Social media stories

Set of 3 story tiles


Reel or video created for a post re-shared onto story with no additional edits. Live for 24 hours.

\$

Set of 3 story tiles

Unique content created for stories. Live for 24 hours.

\$



Additional Offerings

EDM

Words & image

Promotion in my newsletter including image (500 x 200px), up to 150 words of text and link back to your website/social

\$6000xx

Shared Content

Keen to share the content on your channels too?

Depending on the campaign, timeframe and usage, I am happy to discuss sharing the content and/or boost it on your channels, for an agreed additional fee.


At your location

As well as filming content on my own, if you have a crew I can come to you!

Far below the line use:



1/2 day rate = 4 hours	\$ 1000
Full day rate, up to 8 hours	\$ 2000xx

Additional fees may apply for posting on your/my channels. T&C apply for terms of use.



Notes on costings

- Shoot plan/content concept to be signed off by you/your client prior to content being created to avoid the need for re-shooting
- Food costs additional, client to provide their product for shoot
- If new recipe to be developed, additional costs may apply
- If more than 1 round of simple changes is required to content or there are changes to the brief from your end/the clients and after agreed content plan has been signed off, additional cost apply
- For more complex content requiring multiple locations or longer shoot times, additional fees may apply
- For ongoing arrangements, website partnership association and ambassador roles, contact me to discuss rates.
- All prices exclude gst

Social Analytics

Social Media followers

Instagram - 22.1k
Facebook - 5.1k


Newsletter subscribers

25,000
Average open rate 32%


Website visits


TO BE COMPLETED


Facebook stats




Instagram stats







Fancy working with me?




Contact

Email: dean.dean@dbentertainment.com

IG: [claireturnbull](https://www.instagram.com/claireturnbull)

FB: [Claire Turnbull](https://www.facebook.com/claireturnbull)

www: www.claireturnbull.co.nz



SOCIAL MEDIA REPORTS

January 2023

Social Media Report

Love Food Hate Waste

logo Claire

1 - Title option 2

METRICS Instagram Post

DESCRIPTION: NEW WORLD KOREAN BOWL RECIPE
TIME POSTED: 13:00 AM 02/09/22

1300 REACH
150 LIKES
50 COMMENTS

21 SHARES
16 SAVES

Claire

2 - IG POST

METRICS Instagram Reel

DESCRIPTION: NEW WORLD KOREAN BOWL RECIPE
TIME POSTED: 13:00 AM 02/09/22

13009 REACH
13009 PLAYS
110 LIKES

936 COMMENTS
21 SHARES
16 SAVES

Claire

3 - IG REELS

METRICS Instagram Stories

DESCRIPTION: NEW WORLD KOREAN BOWL RECIPE
TIME POSTED: 13:00 AM 02/09/22

13009 REACH
13009 REPLIES
110 WEBSITE TAPS

Claire

4 - IG STORIES

METRICS Facebook Post

DESCRIPTION: NEW WORLD KOREAN BOWL RECIPE
TIME POSTED: 13:00 AM 02/09/22

1300 REACH
150 LIKES
50 COMMENTS

21 SHARES
16 SAVES

Claire

5 - FB POST

METRICS Facebook Video

DESCRIPTION: NEW WORLD KOREAN BOWL RECIPE
TIME POSTED: 13:00 AM 02/09/22

13009 REACH
13009 PLAYS
110 LIKES

936 COMMENTS
21 SHARES
16 SAVES

Claire

6 - FB VIDEO

METRICS Facebook Stories

DESCRIPTION: NEW WORLD KOREAN BOWL RECIPE
TIME POSTED: 13:00 AM 02/09/22

13009 REACH
13009 REPLIES
110 WEBSITE TAPS

Claire

7 - FB STORIES

METRICS Newsletter

DESCRIPTION: NEW WORLD KOREAN BOWL RECIPE
TIME POSTED: 10:00 AM 02/09/22

23000 RECIPIENTS
13000 OPEN RATE
800 TOTAL LINKS CLICKED

Claire

8 - NEWSLETTER

January 2023

Claire

9 - DATE DIVIDER PAGE

Thank you
New World!

logo Claire

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