

Media Package

meghan telpner

Positive influence
that transforms clients,
customers and communities





Meghan Telpner is a Toronto-based author, speaker, certified nutritionist and founder/director of the Academy of Culinary Nutrition. Her refreshingly humorous, engaging and real approach to healthy living has garnered her a worldwide following and much media attention. Meghan's award winning and bestselling book *UnDiet* has created a community of cheerleaders who are empowering themselves to a most awesome, inspiring, fun and healthful life.

As a child of the 80's Meghan grew up eating the same conventional food as most of us. While building a career in advertising, in 2006 Meghan was diagnosed with Crohn's Disease, an incurable autoimmune disease. Without being given any hope for a cure, Meghan chose to take what many consider an 'alternative' approach to healing. Through lifestyle and dietary changes, Meghan cured the incurable. Within one month she was symptom-free of this disease and has remained symptom-free since then. She went on to get her formal training as a certified holistic nutritionist, and has since become the Awesome Life head cheerleader for those that seek her guidance and support.

THE FUCHSIA-COLOURED LENS

Meghan sings and dances to the tune of vibrant health in a way that brings about positive and lasting modifications in the choices people make. She engages her readers, audiences and students through real life stories, humour, practical and applicable tips, and simple tricks that make us all wonder how we ever got this far in life without them. Meghan has her own unique way of motivating and inspiring people to achieve their most awesome potential.

She's been accused of sprinkling faery dust, waving wands, and other such trickery—but what allows Meghan to work her magic is actually very simple: she loves what she does and shares with authenticity and integrity. In doing so, she inspires others to do the same—whether she's teaching an online class on immune health, or delivering the keynote address on how to live a most awesome life in a hotel ballroom to a group of pharmacists.

Attendees at her events and lectures and students in her courses never fail to leave feeling ignited, inspired and totally empowered to rock their lives. This includes:

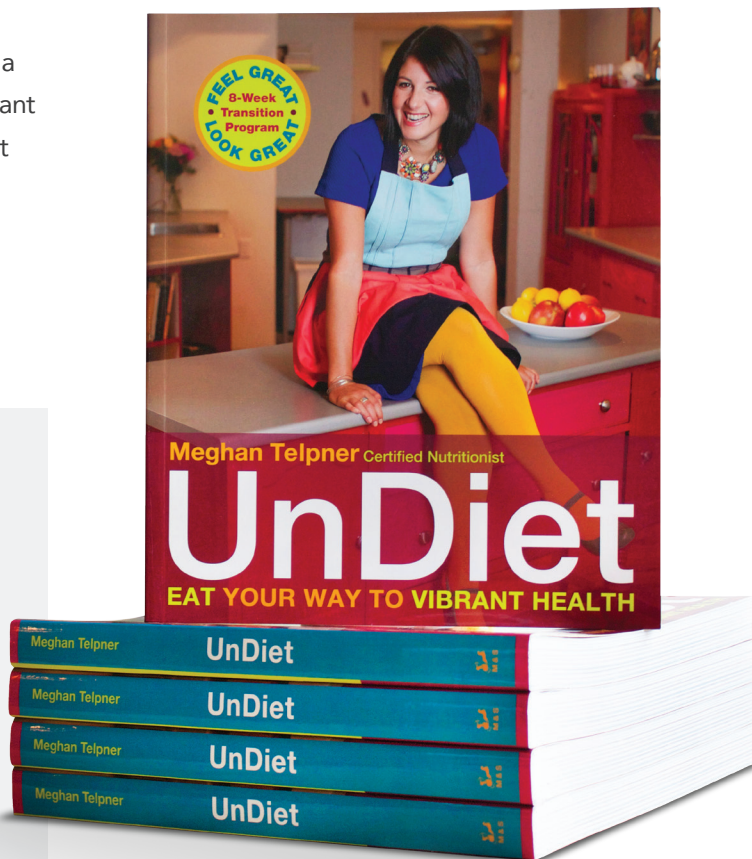
- Greater empowerment in their own ability to nourish themselves and their families.
- Improvement in energy, concentration and productivity.
- A clearer vision of their present and future potential—shazaam!
- Greater confidence in being who they are, and living in a way that supports the best version of themselves.
- Improved outlook on opportunities for growth and transformation.
- Greater enjoyment of their lives with increased feelings of happiness.

continued from MEET MEGHAN...



Meghan's first book, *UnDiet* (International release with Random House and Skirt!), is a complete toolbox for an inspired and vibrant lifestyle transformation with a refreshing take on what living life well is all about. The book reached #1 on Amazon, #2 in the Globe and Mail and was voted best Health & Nutrition book in Canada by Gourmand International.

Meghan's much anticipated follow up book, **The UnDiet Cookbook** (*Appetite by Random House*), is set for a fall 2015 total world kitchen takeover.



If there's one girl who knows how to set goals and stick to them, it's Meghan.

—Alicia Silverstone, **THE KIND DIET**



SEEN HER AROUND?

Meghan has appeared on Steven and Chris, The Marilyn Denis Show, Cityline, CTV News, Breakfast Television, eTalk Daily, CBC's Metro Morning, and has written for and/or has been featured in Vogue Australia, Glow Magazine, Fashion Magazine, Chatelaine, The Huffington Post and Reader's Digest, to name a few.



In 2008, Meghan began teaching cooking classes in her tiny loft kitchen in Toronto's Parkdale neighbourhood. As the demand and her course offerings grew, Meghan expanded her kitchen and developed a certification program, open to 12 people at a time.

Demand grew further still and in the Fall of 2013, Meghan launched the program online as the Culinary Nutrition Expert Program. As a follow-up, Meghan developed the Academy of Culinary Nutrition, offering a complete online certification program where she is teaching the teachers how to be health leaders in their own communities. Meghan is offering nutrition training for life and has had over 500 students in 25 countries participating in the first sixteen months of the program.

Over 500 students in 25 countries have earned their certification. What was once six people blending smoothies at her kitchen table has grown into a global tribe inspiring health and vibrancy worldwide.



Meghan is amazing! Her enthusiasm is contagious and she is a ball of energy and fun. I also appreciated her no-nonsense, no excuses approach to learning. I work best with both positive reinforcement and a little bit of discipline/structure.

—Jennifer Wlodarczyk, **CULINARY NUTRITION EXPERT STUDENT**



This program changed my life—my confidence, knowledge, passion, and quality of living. This is a community where everybody gets support from each other. Completely loved it!!!

—Adriana Tellez, **CULINARY NUTRITION EXPERT STUDENT**





Meghan's ability to tell a story, integrate personal anecdotes, nutritional gems, a dash of science, all while keeping her audience engaged, laughing, learning and having fun is her winning recipe.

With humour and contagious passion, Meghan empowers her audience with the knowledge that they are immediately capable of executing change that will revolutionize the way they live.

Meghan works directly with her clients to ensure content and a delivery that has every attendee ready to carry the message, the action and inspiration out of that event and into their lives.

HEALTH TOPICS INCLUDE:

- UnDiet Your Life Right Now
- 10 Things I Learned Healing An Incurable Disease
- Feeding Happiness
- The Pillars of Health
- You 2.0: *Celebrate your awesomeness in the world*

BUSINESS-TO-BUSINESS TOPICS INCLUDE:

- Get Your Biz Rocking
- The Power Of Your Voice: Monetizing What Only You Can Offer
- Followers Into Customers
- Social Media Magic: *Cultivating Magnetic Personality For Your Brand*
- Fuelling High Powered Productivity



Meghan is such an engaging and funny speaker and is clearly passionate about clean eating! The ideas she presented were nothing out there or fantastical, nor did they have you drinking any sort of crazy potion, they just made good sense. The students are STILL talking about her visit and the Undiet diet weeks later! She is such an inspiration to healthy living. Thank you Meghan!
—Amy Symington, *Nutrition professor and chef*, **GEORGE BROWN COLLEGE**



WRITING



Meghan's ability to simplify complicated concepts and share challenging topics with a playful vocabulary lends to quotables that are shared across the dining room table and social media platforms.

In her writing, Meghan clearly lays out for her audience what she wants to tell them, why they should believe her, why they should care and what they are to do next. Her writing incites emotion, laughter and action.

Meghan's writing credits include the Toronto Star, Globe and Mail, The National Post, Shape Magazine, Metro News, Huffington Post, Chatelaine, Glow Magazine, Canadian Living, MindBodyGreen, Elephant Journal, and her own well-read blog.

TOPICS INCLUDE:

- Food: *General health and nutrition, ingredient review, product reviews and food politics.*
- Life: *Healthy lifestyle and stress reduction.*
- Beauty: *Natural beauty care, edible beauty products, foods for beauty.*
- Health: *Specific health conditions, prevention, natural remedies.*
- Interviews: *Health leaders, politicians, authors, food producers, lifestyle gurus.*
- Eco: *Green / sustainable dining, eating, travel, living.*
- Happiness: *Gratitude, love, making it happen.*
- Business: *Healthy business practices, branding, goal achievement, productivity.*

Meghan is available for regular columns or one time opportunities including recipes, blogs, editorial features and opinion pieces.



Meghan's most special recipe is combining real food with science, nutrition, health care, colourful outfits, self-deprecation, laughter and real life that makes her a shining inspiration. She also has the greatest self-created vocabulary: barftastic, poopershnickled, wowzeriffic... So, although Meghan's recipes may be fantastic (make as many of them as you can!), it's her delivery and attitude that makes Meghan the superhero!

—Lisa Borden, **DIRECTOR OF BORDEN COMMUNICATIONS**





Meghan has worked in a variety of creative ways with businesses and product developers to healthify their initiatives. Meghan's previous career in advertising merged with her nutrition knowledge make for a unique skill set that has created success in her own business and for others. She offers inspiration and insight on the most effective ways to grow reach and influence in the health market across demographics and platforms.

PRODUCT DEVELOPMENT

- Do you have an idea for a product and need a nutritionist to give it context?
- Want to develop a line of nutritionally-sound products and need a creative brain to develop those products?

These are some of the ways you can bring your vision to the table and work with Meghan to flesh it out and determine its viability, amazing taste, marketability and brand development.

ON SITE DEMONSTRATIONS AND TRADE SHOWS

Meghan offers a wealth of experience, knowledge and tireless enthusiasm to any event - in short, she can sell! Meghan is available to run a booth, or participate at your booth. Even better is to pair this with a demo. Meghan knows how to effectively demonstrate food and lifestyle products, communicate with people on a familiar level and understands that niceness is nice, but closing the deal is the goal.

CONSULTING

Meghan offers business coaching services to her students as well as other small and growing businesses.

Services include:

- Brand development
- Developing an actionable plan to get a new business idea in motion
- Taking products/programs online
- Developing and executing a launch
- Effectively growing an engaged community
- General business consulting



With numerous web technologies available, there are endless opportunities to take existing content or co-create content that can carry your branding. This allows you to incorporate your brand culture and even key personnel into a customized program.

CORPORATE PROGRAM CREATION

Together with Meghan, create something completely new for your business. This could include:

- Custom video content
- Health coaching programs
- eBooks
- Group coached health programs
- Customized lunch and learn sessions

FUNDRAISING

Meghan and her existing online programs are available for fundraising opportunities. She can donate a significant portion of proceeds as well as sponsorship and branding to the not-for-profit organization or the NGO of your choice. This is an effective way to offer health inspiration in your fundraising efforts, raise money with close to 100% going directly to the cause and offer your supporters an inspiring product for their donation.



Working with Meghan and her team is highly inspirational! They are seamless and professional with a twist of fun. It is always a pleasure collaborating on successful campaigns including live events, recipe development, media, custom video production, and online webinars.
—Letelle Spezowka, **GENUINE HEALTH**





As a trusted influencer online, Meghan has built up a loyal following of consumers across social media platforms who trust her opinions, recommendations and guidance.

Meghan's engaged audience goes a step beyond consuming her visuals, tips and advice to act upon the content by sharing it with their own networks and making purchases.

Though high volume traffic is often most appealing to potential advertisers, our focus is on attracting a high quality of traffic that has an active interest in participating in Meghan's community, of which partners become a part of. Her readers trust her recommendations and as such she has helped her brand partners build up their own supportive community of champions.

THE COMPANY YOU KEEP

We are very selective about the company we like to keep, as are you. We would never promote or permit advertising from brands or services that Meghan wouldn't personally endorse or use. You can trust that your message won't be diluted by shlocky, awful ads and useless content.

The Numbers

170,000 Unique visits / month

540,000 Page views / month

13,000 Facebook fans

11,000 Twitter friends

22,000 opt-in database



Partnering with Meghan has been one of the best moves my business has made. She has a strong influence in the healthy living community so our product resonates with her clientele in a way that they become customers, some even wholesale and distributors of our product!

—Daedra Surowiec, Owner, **STRAWESOME**



WEBSITE ADVERTISING OPTIONS

Content Ownership Package

- Blog article (lives on indefinitely in blog archives)
 - > Pre-approved theme
 - > Trackable link
 - > Banner/ad at bottom of post
- 300 x 250 Side Bar Advertisement
- 1200 x 100 Page Banner advertisement
- Featured blog article in weekly newsletter
- Newsletter sponsorship
- Sharing across social media platforms

1

300 x 250 Side Bar Ad

2 Available/month

2

300 x 100 Side Bar Ad

3 Available/month

3

1200 x 100 Page Banners

Blog Landing Page

Shop Landing Page

4

NEWSLETTER BANNER ADS

These banners extend horizontally across the newsletter between content sections, thereby integrating seamlessly with the content. Two banners available per newsletter.

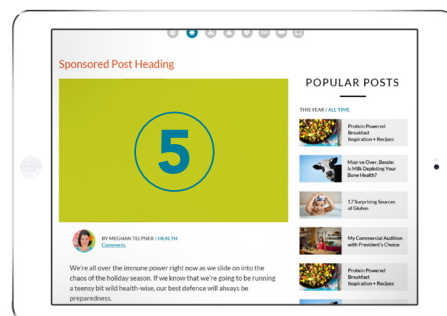
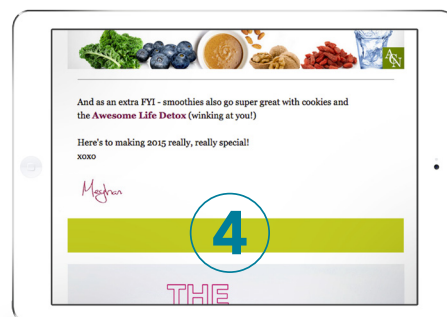
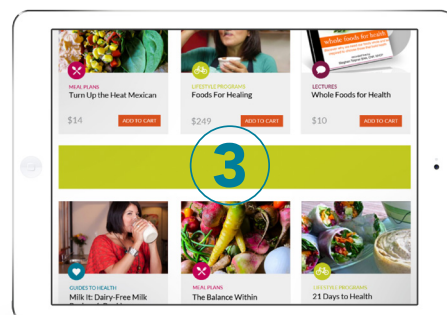
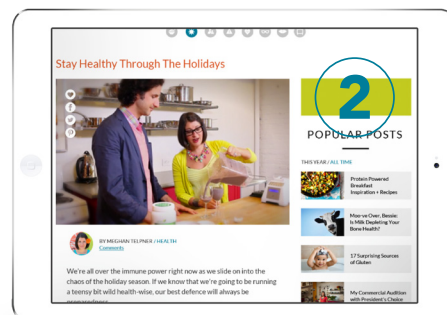
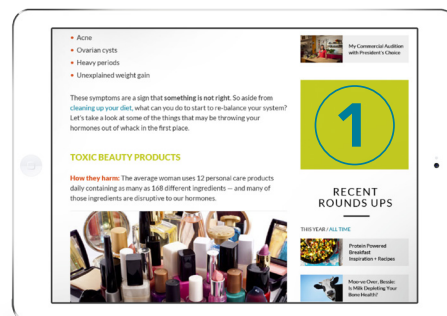
5

SPONSORED CONTENT

One sponsored 500 word blog post on MeghanTelpner.com with the option to include a giveaway or custom recipe. We only offer one sponsored post per month. All posts are shared widely across social media, with the potential to also be included in future 'round up' posts.

CUSTOM PACKAGES

Give us a budget and we'll put together the most awesome package to make the most of your moolah and our audience.



“

Working with Meghan is always something I look forward to! Meghan has the unique ability to inspire others, whether they are experts or just starting out in the field of health and wellness. Meghan's stage presence and role as an influencer is unparalleled. She never ceases to come up with innovative and interesting ways to engage with her audience and it is beyond a shadow of a doubt that she has been and will continue to be a trend-setter and a leader in her domain.

—Lindsey Simpson, **PRANA**



Meghan is a joy to work with because she is so passionate about helping people lead a healthier lifestyle. She is a dynamic young leader that is helping to make nutrition cool, tasty, stylish and easy for people to understand and implement.

—Zach Adelman, *ceo and founder*, **NAVITAS NATURALS**

”

“

Meghan Telpner immediately understood our vision and helped to translate it into a practical plan, engaging her students and graduates as creative contributors. Her Culinary Nutritionists—both certified and in-training developed a set of original, whole foods, nutritionally-dense recipes using our newest product, Moringa, a green leaf powder. The creative products (recipes with photography and write-ups) came in on time, as specified and we were delighted with the quality and creativity. The content is now part of our latest publication, a book blending the science and the practical uses for our superfood. We often hear that the recipes are what make the book so universally appealing! I can't say enough about the professionalism and high calibre of work coming out of the Academy. I'd work with them again in a heartbeat!

—Anna O'Byrne, **TOP NUTRITIONALS**



Meghan's passion for people, food, and nutrition comes through in everything she does. Her knowledge is astounding, but it is her ability to connect and inspire everyone that is her true gift. In a matter of minutes, Meghan's engaging teaching style and unique recipes created a wonderful buzz at our local chef series demonstrations. Not only was the end result a hit, but the process of working together was more than enjoyable! Fearless and fun, I have no doubt Meghan will continue creating new ways to inspire those around her to live healthy and delicious lives.

—Janice Chan, *Regional Marketing Director*, **WHOLE FOODS MARKET**

”