



Krissy Ballinger  
NATURALLY INSPIRED  
MEDIA KIT 2022





# - ABOUT ME -

**I am an author and passionate advocate for natural living, dedicated to guiding people towards a beautifully natural, sustainable and eco-conscious life.**

I want to see a world where people make conscious choices that honour both humans and habitat, one that prioritises health and wellness over convenience and profit.

I have a background in education and health promotion, having studied these fields at university and going on to teach at both primary and secondary level until I took leave to have my own children. I now devote my time to guiding people in the broader community towards simple and achievable ways they can adjust their lifestyles to better serve themselves, their families and the planet. I am committed to empowering people to take action to reverse the damaging impact created by generations past, and turn this planet into one that thrives. My specialty is natural DIY and I aim to encourage people to look towards natural ingredients and solutions, and learn how to avoid common and avoidable toxins.

I've created resources and platforms that help people on their journey towards a greener and cleaner life, offering gentle education, and simple recipes for do-it-yourself skin care and cleaning. I've sold over 50,000 copies of my recipe books, including my latest book, *The Lifestyle Edit*, award-winning, *Naturally Inspired - Simple DIY Recipes for Body Care and Cleaning*, and my kids book, *Make & Play - Natural DIY Recipes for Kids*.

*I want to spread this message far and wide...*

*“Let’s be conscious consumers and advocate for our health, and for the health of future generations from whom we borrow this planet; let’s not wait for someone else to create change, let’s stand up and do it for ourselves.”*



# - WEBSITE -

krissyballinger.com.au

Launched in October 2014 as [www.theinspiredlittlepot.com.au](http://www.theinspiredlittlepot.com.au)  
Rebranded in February 2021 to [www.krissyballinger.com.au](http://www.krissyballinger.com.au)

## STATS & USER DEMOGRAPHICS<sup>\*</sup>

6,400+ new users  
11,000+ sessions  
86,500+ page views



AU 76%



USA 13%



UK 2%



THE REST 9%

### NEWSLETTER METRICS (KB / INDUSTRY AVERAGE)

**Open rate %:** 42.5 / 18.7

**Click-through rate %:** 4.7 / 2.8

**Unsubscribe rate %:** 0.2 / 0.2

<sup>\*</sup>(last 90 days, as at Feb 2022)



# - CURRENT BOOKS -



**NATURALLY INSPIRED**, 375PP

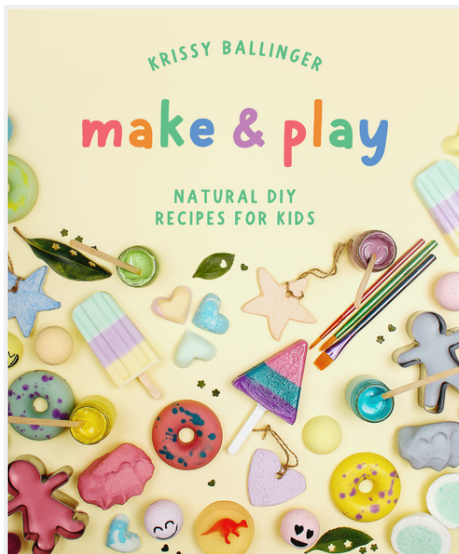
**Publisher:** Karen McDermott

**Released (1st Edition):** April 2019

**Released (2nd Edition):** July 2020

**Copies sold:** 20,000+

The perfect resource for those on a mission to live a natural life free from avoidable toxins. Promising to help you reduce your body's toxic burden with recipes for common day-to-day essentials like deodorant, sunscreen, magnesium oil, dishwasher tablets, cleaning sprays and much more.



**MAKE & PLAY**, 128PP

**Publisher:** Krissy Ballinger

**Released:** September 2020

**Copies sold:** 10,000+

Features 40 natural and FUN recipes, all for the kids! They will LOVE playing with bath bombs, chalk and goop, and have a BLAST making it all. The kids are guaranteed to find hours of natural, planet- and human-friendly fun!



**THE LIFESTYLE EDIT**, 100pp

**Publisher:** Krissy Ballinger

**Released:** September 2021

Be inspired and empowered to introduce positive lifestyle routines and habits as you're gently guided through 12 simple lifestyle edits: from food and water waste, recycling and composting, to exposure to common toxins in body care and cleaning products, and more.



# - PAST BOOKS -



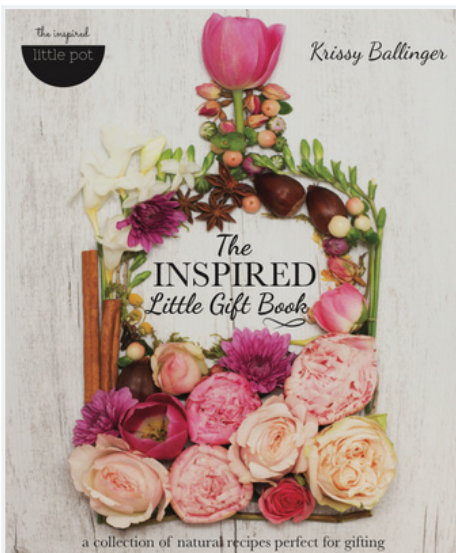
**The Inspired Little Book**, 108pp

**PUBLISHER:** Krissy Ballinger

**RELEASED:** March 2017

**COPIES SOLD:** 15,000+

Features over 35 beautiful, non-toxic and easy-to-follow homemade body care and natural cleaning recipes. Accompanied by stunning full-page photography, all recipes include conventional methods as well as recipe adaptations for thermal appliances.



**The Inspired Little Gift Book**, 108pp

**PUBLISHER:** Krissy Ballinger

**RELEASED:** November 2017

**COPIES SOLD:** 10,000+

Features 28 beautiful, non-toxic and easy-to-follow recipes, designed to inspire beautiful, homemade gifts. Accompanied by stunning full-page photography, recipes include conventional methods as well as recipe adaptations for thermal appliances.

# - MEDIA -

I am always open to possibilities and opportunities that give me the chance to spread the word on natural and sustainable living, whether it be small publications and productions, or national media outlets. I have had some incredible opportunities to date.

## TV, RADIO, NEWSPAPER, MAGAZINES



**The West  
Australian**



**Herald Sun**



**STUDIO 10** - Natural cleaning & skin care segments

*Aired:* September 2017, November 2017, March 2018, May 2019, December 2019

**The West Australian** - Article on green cleaning

*Published:* August 2018

**ABC** - Podcast guest on 'The Little Green Pod'. Topic: green cleaning

*Recorded:* April 2019, released November 2019

**The Herald Sun** - Article on Naturally Inspired and my journey

*Published:* April 2019

**News.com.au** - Article on DIY cleaning

*Published:* December 2019

**Wellbeing Magazine** - Be-You-T award winner

*Awarded:* 2020

**Dare Magazine** - Article on DIY cleaning

*Published:* August 2021



# - SOCIAL MEDIA -



## FOLLOWERS, REACH, ENGAGEMENT\*

**FACEBOOK GROUP** (est. 2016)  
Members: 23,400+

**INSTAGRAM** (est. 2016)  
Followers - 24,100+

**FACEBOOK** (est. 2014)  
Followers: 53,000+  
*\*page on snooze*

**YOUTUBE** - (est. 2019)  
Subscribers: 506

**PINTEREST** - (est. 2019)  
Followers: 885

\*(as of Feb 2022)



# - COLLABORATION -

I love collaborating with likeminded people who want to spread the message on all things natural, and am very open to discussing ideas - if there is a way to reach and positively impact more people, I am there with bells on!

## GUEST BLOGGING

I have contributed blog posts and articles specific to the current focus and direction of that business/brand. Here is an example of an [article](#) I wrote for Beanstalk Mums, on natural stain removal.

## PODCAST INTERVIEWS

I love to be interviewed and am open to discussing topics relating to natural and sustainable living, DIY body care and cleaning, home health etc.

I can provide achievable and realistic swaps to encourage a more natural life, give advice to improve DIY success, and anything else you want to discuss. I've been a guest on [The Whole Circle Podcast](#), on [The Wellness Couch](#) and for [Sustomi](#), as well as many others.

## SOCIAL MEDIA

Let's catch up on Facebook or Instagram for live session - chat, DIY, Q&A.

Or we could have a little cross-over fun and swap access to each others' Instagram/Facebook stories for a day. I've done this with *Additive Free Lifestyle* and *Eco Modern Essentials*. It's a great way to get new followers and expand your reach. \*Takeovers involve some logistics and coordination and this option is subject to a couple of conditions.

## DISCOUNT CODES & AFFILIATE AGREEMENTS

You might like to increase your exposure and reach by offering my followers a discount, like the many brands and businesses on [this page](#) and [this page](#), or you may have an affiliate program for me to consider - this is something I have set up with 25+ businesses.



# GIVEAWAYS

Keen to get your hands on a copy of one of my books or an all-access pass to my 'Becoming a Label Detective' 7-day course to give away to your natural-loving following?

## **I'd love to hear from you but please note:**

- I am understandably selective when it comes to working with businesses and brands, and will assess each application individually to determine whether it is the right fit for me and my business.
- If accepted, you are free to promote your giveaway however you choose, but note that I don't partake in group giveaways, nor do I believe that 'loop' or 'like every page' competitions are effective ways to authentically grow interest, and therefore won't take part in them, sorry.
- If my products are included in your giveaway, note that whilst I may share it on my Facebook and Instagram stories, it will not be shared as a dedicated post on my main feeds.
- Depending on your location and the nature of the giveaway, we will discuss the best way to get products to you/the winner.

# PRODUCT SAMPLING & PROMOTIONAL POSTS

Do you have a product you'd love for me to try?

First up, does your brand align with my vision (go back to page 2 of this document if you're unsure)? If so, reach out and tell me all about it. I'll do a little research myself and probably fire a few extra questions at you, and we can take it from there.

Please note that I do not accept products solely in exchange for social media or newsletter advertising, nor do I accept payment for promotional posts; I freely talk and post about products I love but I do not guarantee this. In saying this, typically, if I love your product I will share this on Instagram/Facebook stories and in my Facebook group. If I don't love it, out of courtesy, I'll give you feedback directly.

## - ADVERTISING -

I love helping the good guys grow and get noticed. There are a few options for advertising on [krissyballinger.com.au](https://krissyballinger.com.au) including: website sidebar and supplier of the month advertisements; social media dedicated posts and stories; and, sponsored email broadcasts.

For advertising opportunities, please [reach out](#) and we'll send you specific information.

## - EVENTS/GUEST SPEAKING

I have coordinated and run well over 50 of my own events, and have been invited to speak at many others, across most states in Australia, connecting with thousands of adults and children, so I am no stranger to public speaking, in fact, I thrive on it! You might find me a good fit for the event you're organising, for your next workplace wellness day or corporate event, or for your school community.



## CHARITY/FUNDRAISER

I love to give, and I have supported several not-for-profit charities including the *Children's Cancer Institute*, *Tasmanian Wildlife Rehabilitation Council*, and *Vinnies NSW Bushfire Appeal*, among others.

## SCHOOLS

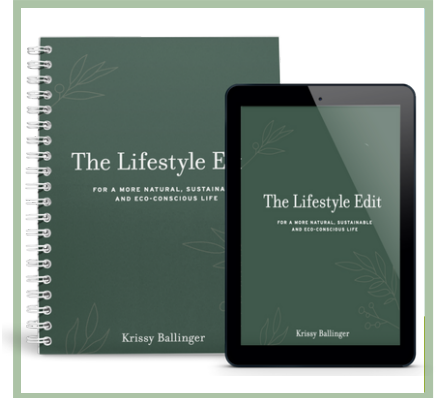
I was a health and physical education teacher for about 8 years before taking time off to raise children of my own. I am well-practised when it comes to speaking to, and engaging, curious minds. Whether it be a year 2, or a year 11 class, I am open to discussing ideas.

I have spoken at Book Week events, in sustainability lessons and at whole school assemblies. I believe that in order to make change, we need to inspire and positively influence the policy-makers of tomorrow, and it is my mission to make that happen! I would also love to have the opportunity to speak with parents and staff.



# - IMAGES & CONTACT INFO

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Please email [hello@krissyballinger.com.au](mailto:hello@krissyballinger.com.au) with any questions you may have regarding this media kit.