

The Heather Chronicles

LIFE AS I KNOW IT

About me

Life is all about balance. For me that means raising a young family, pursuing a freelance writing career, enjoying a vibrant social circle, and taking care of myself. All while living with an unpredictable and chronic illness: Crohn's Disease, and all that comes with it.

The Heather Chronicles is meant to be a funny, informative, and inspiring take on life: my family, friends, and our adventures at home, abroad, and everywhere in between. I share anecdotes, advice, tips, and recommendations.

Between myself, my rockstar-of-a-husband, two young vivacious girls, a puppy, and all of our crazy antics, there's always a story - I promise.

My audience

- Women aged 25-34
- 71% located in Atlantic Canada / 67% Nova Scotia-based
- Average household income of 80K+
- Primarily access content on their phones
- Typically like to read and engage with morning coffee or evening wine



Heather Fegan

www.heatherfegan.ca

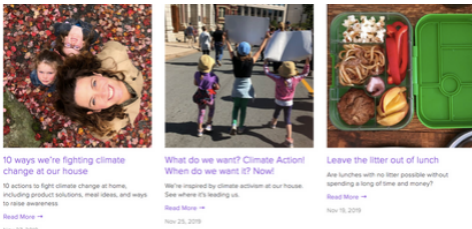
- Professional freelance writer
- Journalist
- Creative content writer
- Blogger

lifestyle · parenting · house & home ·
what's for supper · travel · book club
· life with Crohn's



Things you should know

- HeatherFegan.ca has seen 550% month over month growth since launching, averaging 972 pageviews/month
- I have a loyal readership, readers return to my site time again thanks to a strong relationship with my audience
- Readers spend time with my content
 - Average pages per visit: 2.7
 - Time on site: 3:49 per session
- On snow days, parents flock to my *Advice for Surviving a Snow Day* post.
- Useful posts like *Packing Lists for Travel with Kids* and *How to Handle Winter Woes* are also popular



What my audience loves and expects from me

- Honest reviews and experiences all wrapped up in a professional style 'piece of content'
- Solutions to their problems. My readers look to me for:
 - recommendations for what to read
 - home decor tips
 - how to occupy their kids on the weekends
 - quick and easy meals for busy families
 - family travel advice.
- A trusted, local voice
- Plus, they like me - I'm warm, approachable, friendly, and knowledgeable

Testimonials

Heather was a fantastic editor for my magazine company and was a valuable, creative and responsible person. -Krista Ivanov, founder, Lifestyle Nova Scotia

Heather is an experienced journalist with solid editing and writing skills. I know, from the legacy she left at the APMA, that she's a hard worker and that she understands what goes into good journalism. -Angela Mombourquette, Editor, Nimbus Publishing

Heather has been a pleasure to work with. As a writer, she really knows her sentence and story structure. As an editor, Heather has proven herself to be a strong communicator with a clear vision. She is a meticulous copy editor able to bring out the best from my work. -Chris Benjamin, author, editor, freelance journalist



Contact me

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My ideal partners...

- See the value in digital content and in forming a relationship with a content creator
- Are brands who want to use the power of story to reach new customers and clients/audiences
- Are not interested in working with a #influencer, but want to partner with a professional who understands her craft and your business objectives
- Are willing to draw on my skills to help you craft the best digital content campaign for you

Types of projects I'm booking

- Home Decor & Real Estate partners
 - Healthy Lifestyle
 - Wine & Food Industry
 - Kids Creativity & Education
 - Work from Home Solutions
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- Blog posts written for either HeatherFegan.ca or your own site
 - Freelance series pitched for publication
 - Social media amplification
 - Ambassadorships
 - Product Reviews