

WEDNESDAY AFTERNOON

sarah saporva  
—SELF-LOVE MENTOR, WELLNESS ADVOCATE—

CREATOR OF THE:  
BODY LOVE WORKSHOP

COLUMNIST  
■ MANTRA  
YOGA + HEALTH

Women'sHealth

AS SEEN IN:





# EVENTS & SPEAKING

SARAH SAPORA'S  
**BODY LOVE WORKSHOP**  
 A SIZE-INCLUSIVE WELLNESS WORKSHOP FOR WOMEN  
 SATURDAY, SEPTEMBER 16 | 10AM - 6 PM | LOS ANGELES



# SOCIAL INFLUENCE

How This Woman Overhauled Her Life to Become a Fitness Queen

**150k+** Instagram Followers     **110M+** Potential Reach per Audiense™  
**1.1M** Average Weekly Reach     **1.6M+** Average Weekly Impressions



AM WILLING TO SEE THE JOY IN MY LIFE, CHOOSE THE LIGHT.

SARAH SAPORA



# CREATIVE CONTENT

14+ years of marketing and public relations experience with expertises in content creation and social media strategy, copywriting, SEO, graphic design, general brand development, and photoshoot art direction and production.

Right now you're probably thinking, oh great, just what I needed.

# ANOTHER **INFLUENCER\*** MAKING HER PITCH.

The word "influencer" is thrown around a lot. But how do you define what makes someone influential? Is it by how much free stuff they get or the number of "likes" they garner on an outfit pic?

I'm calling it out. **AN "INFLUENCER" IS SOMEONE WHO CONNECTS WITH PEOPLE.** Anything less and you're spending valuable marketing dollars to hire a model with a large social following; you're getting numbers over quality. I don't play that game. **I'M A STORYTELLER; THIS IS THE COMMON THREAD IN EVERYTHING I DO.** I find the heart of a story and translate it in ways that resonate.

My name is Sarah and I'm an influencer. An *actual* influencer. I create conversation and community on AND offline.

I run live events, I'm a public speaker, a wellness advocate, and a self-love mentor. Women of all different sizes, colors, and ages identify with my journey. I talk with transparency, vulnerability and tenacity...

If you are looking to sell detox tea to the masses, you've got the wrong gal. But if you're looking to actually **CONNECT** women in an authentic way? I got you, boo. **LET'S DO SOMETHING GREAT TOGETHER.**

**\*INSERT EYE ROLL HERE.**

# MY STORY

## WHO I AM

**Hi, my name is Sarah. I'm a self-love mentor and wellness advocate. I want to change the world, one woman at a time.**

At any age, weight, or time in our life, and no matter how we feel we've "messed up" in the past, every day is a chance to create our happiest and healthiest life. I believe the greatest thing we can do for our own lives, is to "show up" by honoring who we are with actions and thoughts that help us to create our most badass life.

My personal motto? I stand, you stand... and together, we rise the f\*ck up.

## WHAT I DO

**I'm a digital storyteller, a content creator, a writer, and a marketer. I create community both on and offline.**

I am on an intense and honest health and wellness journey; I share this in order to show other women they are capable of doing the "hard stuff" in their own lives as well.

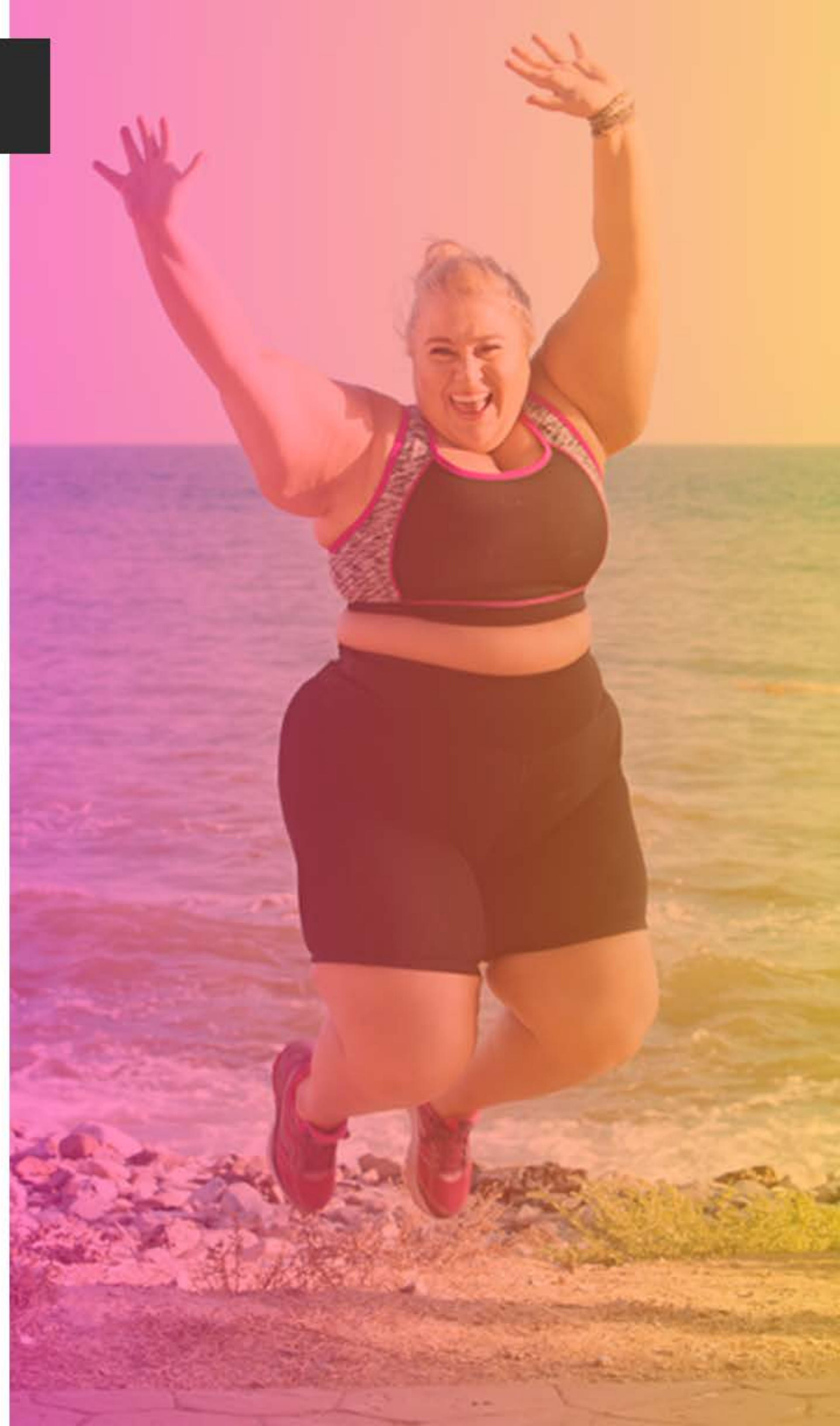
I'm a public speaker, a mentor, and I run live events. I strength train, love cowboy boots, Kundalini yoga, and always keep it real.

## WHY I DO IT

**My biggest passion in life is serving other women. I have a deep desire to make sure women know they are not alone, and that they are worthy and capable of living their best life.**

I have a need to connect and communicate. To reach through the screen so others know they are seen and valuable as they are.

I can't "fix" someone's life, but I can create a safe space for them to show up for themselves and help them learn new tools to get the job done.



AS SEEN IN / FEATURED BRANDS



AS A PLUS-SIZE WOMAN,  
I DON'T FEEL WELCOME IN THE  
YOGA COMMUNITY

The Conversation We All Need to Be Having,  
the Importance of BODY DIVERSITY

Body Positive Advocate and Truth Teller

SARAH SAPORA

Instagram: @sarahsapora sarahsapora.com sarahpluslife.com

Twitter: Nicole Alex

I am a featured columnist for two print magazines! In 2018, I will be exploring the topics of self-love, body love, and living our best life NOW in two different printed publications. My columns will be featured in each issue; find them at retail outlets nationwide!



# STATS AND NUMBERS



**150k+**

Instagram Followers  
@sarahsapora

**2.9m+**

Highest Post Impressions

**1.1M+**

Average Weekly Reach

**110M+**

Potential Reach per  
Audience™

**211K+**

Highest Video Post Views

**1.6M+**

Average Weekly Impressions

**60K+**

Highest Post Engagements



**38k+**

Facebook Followers  
/SarahPlusLife

**250k+**

Highest Post Reach / 100% Organic

**92%**

Female  
Audience

**69%**

Ages 25-44



**FOHR**  
Verified Authentic Following:



# HOW I CAN HELP

## I'M A STORYTELLER.

**Brands don't tell stories, people do.** This is why the most powerful tool in your arsenal is working with the right partners to bring your message to life.


I tell stories. Honest, authentic, and always rooted in the desire to inspire positive change. If you want to connect with women in a way that engages and inspires them, I can help!

I am always looking to partner with like-minded brands for creative initiatives.

I am able to offer the following opportunities... And others we can dream up based on YOUR brand needs!

- Product placement
- Reviews
- Sponsored posts
- Giveaways
- Social media takeovers
- Events & travel

Tell me your goals and I'll create effective and customized content that resonates with your target audience!

 "SARAH STANDS RIGHT BESIDE ME IN THE TRENCHES AND REMINDS ME THAT I CAN STAND, WHEN I FEEL LIKE I'M FALLING. SHE CONSTANTLY REMINDS US THAT WE ARE NEVER ALONE IN OUR PAIN. HER ENTIRE JOURNEY HAS SPOKEN TO MY SOUL IN THE MOST MEANINGFUL WAYS."  
LINDSEY, 32



# BRINGING INFLUENCE TO LIFE

## LIVE EVENT CREATOR

What is **INFLUENCE**? Real influence goes beyond clicks to creating **CONNECTION** that translates into action.

In September, I ran my first ever size-inclusive event for women, fully supported by sponsors. The **BODY LOVE WORKSHOP**, was a one-day experience, that included Kundalini yoga, a "Name Your Purpose Workshop" and a panel discussion about the intersection of body positivity and wellness featuring prominent and diverse social influencers.

90 women from across the country of every shape, size, and color showed up to honor themselves in the spirit of the self-love messages that I share based on my own life experience.

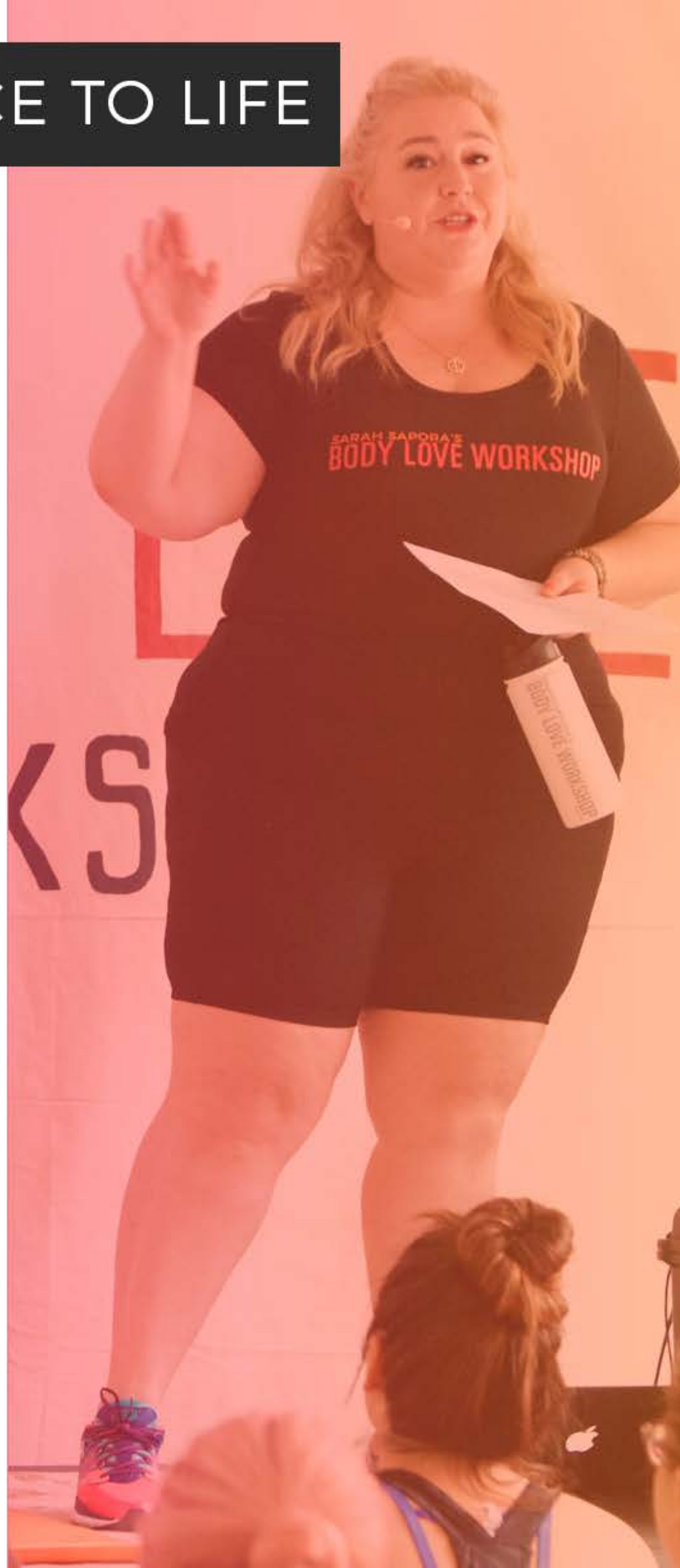
The **BODY LOVE WORKSHOP** will return in September of 2018 as a two-day experience on location in Las Vegas!

SARAH SAPORA'S  
**BODY LOVE WORKSHOP**  
A SIZE-INCLUSIVE WELLNESS WORKSHOP FOR WOMEN

## PUBLIC SPEAKER

Honest conversation that moves a crowd.

I've appeared as a public speaker at several events and am known for creating candid and vulnerable conversations that illuminate the common bond between women.





# CONTENT OPPORTUNITIES

## WHAT IS RIGHT FOR YOUR BRAND? CREATOR VS. BLOGGER

“Bloggers” take great pictures. Content creators act as an extension of your marketing team.

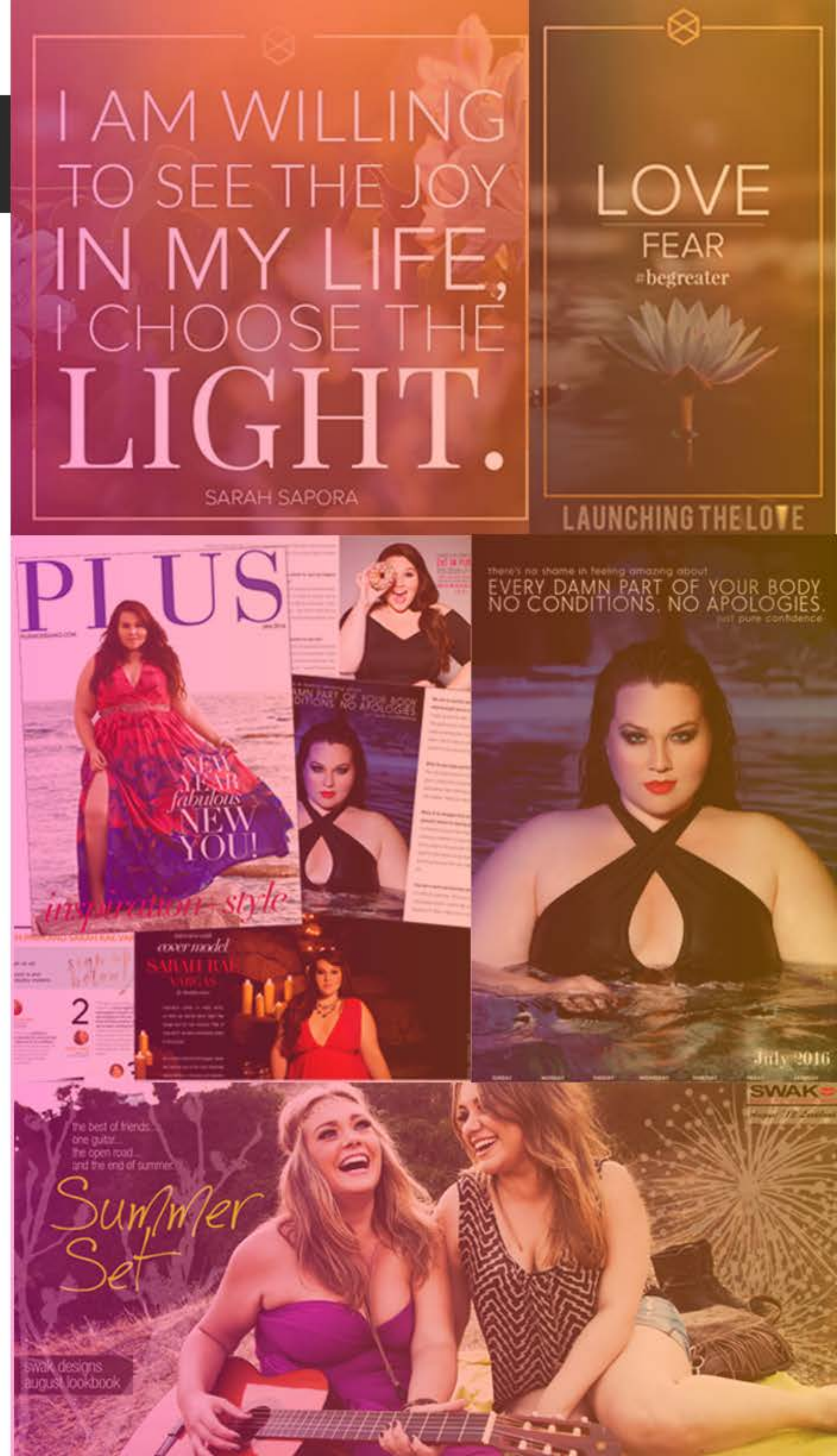
With 14+ years of experience as a marketing and public relations professional, I offer full-service content strategy and creation that seamlessly weaves into brand initiatives. The content I create can be used on my social properties, or be delivered “ready to use” for your in-house team.

As the former director of a women’s plus size brand, I grew orders over 800% in two years. As a publicist for an internationally known hospitality brand, I gave media tours to journalists and secured prestigious coverage. As a marketing pro, I launched social media initiatives for a household name in the male review industry.

Services I provide can include:

- Photoshoot conceptualization and production
- Video conceptualization and production
- Long-form narrative blogs
- Copywriting
- Social media strategy and campaigns
- Graphic design
- SEO optimized content / keyword research

FOR EXAMPLES OF MY WORK, VISIT:



YOUR PAGE IS SO MUCH MORE TO ME THAN BODY LOVE. IT'S YOUR ABILITY TO **JOYFULLY AND SPECIFICALLY PURSUE YOUR LIFE IN THE FACE OF THE WORST SHIT-STORM** THAT REALLY INSPIRES ME -- AND THIS IS INTERNAL, THIS IS WHO YOU ARE.

I'M GLAD YOU ARE FINDING FREEDOM AND STRENGTH IN YOUR BODY, BUT IT'S THE STRENGTH OF YOUR SPIRIT AND JOY THAT I STAND IN AWE OF.

**AS AN ANXIOUS, SENSITIVE PERSON, YOU GIVE ME AN EXAMPLE OF BUOYANCY AND PERSEVERANCE THAT DON'T HAVE, BUT ASPIRE TO.** I DON'T WANT TO LOSE A POUND OR LIFT A WEIGHT. I JUST WANT TO BE AS WONDERFULLY STRONG AS YOU.  
@OHANNIEBETH

YOUR POSTS ARE THE EQUIVALENT TO **WORKING OUT AND LISTENING TO "EYE OF THE TIGER"**

I HAVE NO OTHER WORDS TO DESCRIBE THEM.  
@QUENJUSTI3MAN

SO POWERFUL. NOBODY SHOWS THIS, NOBODY TALKS ABOUT THIS. **I THOUGHT I WAS ALONE. BUT HERE YOU ARE...** NOW I KNOW I'M NOT ALONE.  
@KATIESPARTYPLACE

THIS IS SO AMAZING. **THIS IS EXACTLY HOW LIFE CAN FEEL SOMETIMES.** YOU JUST WANT TO GIVE UP SO BAD. WORKING OUT IS TOUGH, AND ALL INSTAGRAM SEEMS TO SHOW YOU IS WHITE GIRLS WITH PERFECT "MESSY" BUNS AND 20" WAISTS IN SOME FANCY SPORTS BRA DRINKING A SMOOTHIE ON THE BEACH. THAT'S NOT FITNESS, THAT'S STAGED. **FITNESS IS THIS--WORKING UNTIL YOU CRY, BUT KNOWING IN THE END YOU'RE GOING TO BE MORE RESILIENT AND STRONG FOR IT.** LOVE THIS. YOU CAN DO IT!

@MENNJULLIGAN

## WHAT OTHERS SAY

I AM CURRENTLY **IN LOVE WITH THE BRUTAL HONESTY** YOU HAVE WITH YOURSELF...

@DRAGYNPIXIEI

THIS IS **ALL** OF US ON THIS HEALTH AND FITNESS JOURNEY... **REALIST SHIT I'VE SEEN IN A LONG TIME!**

@COL\_OFTHEWILD



# MY MOTTO IS

**“I STAND. YOU STAND...**

**AND TOGETHER, WE RISE THE F\*CK UP.”**

This is my wish for everyone who yearns to make a change in their life but feels stuck or too weighed down to break free. Rise up! We can ALL create a happier and healthier life.