

# Xo Erica

LIFT, LOVE, MOM, REPEAT.



## ABOUT XO, ERICA AND THE #FITMOMARMY

Hi! My name is Erica Hoese (pronounced like hazy). I'm a Fitness & Wellness Coach based out of Minnesota. Officially, my job is to write up nutrition and workout plans. But really? I teach moms with young children, who struggle with making time for themselves, how to reconnect to who they are to become strong inside and out, by eating healthy and changing their mindset, so that they can be happier, healthier, and better moms.

## LET'S WORK TOGETHER

Do you have a collaboration in mind? Contact me to brainstorm ideas today!  
erica@xo-erica.com / 612.720.4929 / xo-erica.com



334



1,021



185



**Reader Gender:** 67% Female

**Reader Age:** 25-34

**Other Stats:**

## SPONSORED POST: \$150

If your product and/or service aligns with my mission and audience, I would love the chance to help you get the word out! This package includes a detailed post and a shout out on my social media outlets.

## PRODUCT REVIEW: \$0

I will accept product reviews on a case-by-case basis. Your product must be a good fit for my brand and audience. My reviews will always have my honest feedback. A product is required in order for me to write a review. No product will be returned to sender. Sending a product for review also gives you the option to host a giveaway at no charge.

## GIVEAWAY: \$150

Your product and/or service must be a good fit with my mission and audience. Giveaways will be an increase of traffic to your website. There is no minimum value of the giveaway. Giveaways are free of charge if I am sent the product to review in addition to the product to be given away.

## OTHER COLLABORTATION OPPORTUNITIES:

Guest Blogging  
Event Hosting  
Social Media Promo  
Brand Ambassador  
Multi-Brand Collaboration

## COLLABORATION OPPORTUNITIES

Collaboration opportunities are not limited to the following categories. I am always open to suggestions for unique content ideas and partnership opportunities.

Prices will vary by project based on deliverables; however, a general pricing guideline is shown below. Prices are negotiable based on series of factors in which I am happy to discuss further!



## WHY I DO WHAT I DO

“Like many women, I found myself steadily gaining weight after I had my sons and struggling to lose it on my own. I had tried many times... and realized I needed the help... Erica helped me with a nutrition plan and coached me through the rough spots... She taught me a more holistic approach... a combination of mind and body, is more important than the number on the scale... After three months... I have lost 25 lbs and over 10"... I FEEL better, am happier, my clothes fit better, and I now have the desire to move my body, be active, and try new things... That not only makes me a better person, but a better mom to my active boys.” -Courtney W.

## READY TO MOVE FORWARD?

Please submit an inquiry here!

Erica Hoese  
erica@xo-erica.com  
612.720.4929  
www.xo-erica.com