

# PURSUE THE GOOD

## LIFESTYLE BLOG

### ABOUT PURSUE THE GOOD

When it comes to blogs & social media, it's easy to become overwhelmed by illusions of perfection, unattainable lifestyles, and pressure to do more. I wanted to create a space that inspires others to focus on doing good rather than achieving perfection. To that end, I cover everything from ethical fashion to clean beauty, natural wine to diverse reads, all with this slogan in mind: **Screw perfection. Pursue the Good.**



### ABOUT SARAH

I'm a recovering perfectionist with a passion for books, natural wine, and conscious consumption. Oh, and dogs (we have three, all rescues). I received my Ph.D. in History from Vanderbilt University in 2019 and now work full time as a writer. I'm figuring out what it means to be driven by a desire to do good as a flawed & flailing human, and I'd love if you'd join me.

### DEMOGRAPHICS

91% are women

53% are 25-34

22% are 35-44

75% are from U.S.

6% are from U.K.

### SOCIAL STATS

4% Avg. Engagement Rate <i>Instagram</i>	4,663 Avg. Weekly Reach <i>Instagram</i>	24,580 Avg. Weekly Impressions <i>Instagram</i>
40% Avg. Open Rate <i>Newsletter</i>	2,003 Avg. Weekly Reach <i>Pinterest</i>	304 Avg. Weekly Page Views <i>Pursue the Good Blog</i>



### SOCIAL MEDIA



114 Subscribers

*The Good Stuff*  
Newsletter



70 Likes

*@pursuethegood.blog*



22 Followers

*@pursuethegood*



1,827 Followers

*@pursuethegood.blog*



### SPONSORSHIP AND CAMPAIGN OPTIONS

Below are just a few of the most common types of collaborations. Let's work together to plan out unique deliverables tailored to meet your needs!

- Sponsored Instagram Posts & Stories
- Custom Content Creation
- Sponsored Blog Post
- Contests & Giveaways
- Brand Ambassadorship
- Events and Travel

### CONNECT

Get in touch to find out more about how we can work together!

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