

# SIMPLIFY CREATE INSPIRE

CREATING A SIMPLIFIED LIFE



## ABOUT HOLLY

Hi, I'm Holly Connors, a busy mum of 2 energetic girls from Australia. Following a decade-long career in psychology, my goal is now to help other busy mums to simplify their life!

I love cooking and making fun DIY projects with my kids or for my home. I also have a passion for organising, after embarking on my own journey to simplify and declutter.

**210K**

MONTHLY VISITORS

Growing each month with new content and more traffic

**235K**

MONTHLY SESSIONS

Growing rapidly each month with monthly blog sessions

**15000**

SUBSCRIBERS

Weekly email newsletter subscribers

### *About my blog*

SIMPLIFY  
CREATE  
INSPIRE

Simplify Create Inspire was formed in 2014 as I was navigating motherhood for the first time, and taking a giant leap into getting organised. My goal is to create helpful and actionable content for my community, aimed at making home life easier with parenting tips, delicious easy-to-make recipes, DIY projects and tips on organising, decluttering and cleaning their home.

# *BLOG AUDIENCE*

## MY MOST FREQUENT VISITORS

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Simplify Create Inspire is targeted at busy mums, with approximately 50% of visitors fitting the 24-45 year age bracket, with the majority being women.

The top 2 visiting countries are Australia and USA, followed by the United Kingdom and Canada. My biggest traffic referrer is organic search followed by social media.



# *WHY WORK WITH ME*

## WHAT I CAN OFFER

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My strength is creating relatable, authentic content that benefits busy mums just like me. I can do this through comprehensive and informative collaborations, sponsored posts, reviews, brand ambassadorship, craft project creation, social media campaigns and video content. I can also create original content for your website. .

*The future is bright*

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# THE GOAL OF MY BLOG

My mission is to share quality and valuable resources with my audience, in the form of written content, high-quality photographs, video and social media.

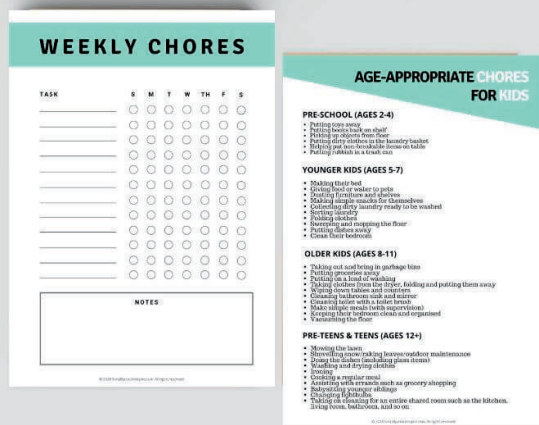
Simplify Create Inspire is growing in impact and community. My goal is to bring inspiration and simplicity to the lives of parents like me who want to create a happy, organised household for the whole family.

# MEET THE FAMILY



## RECIPES & MEAL PLANNING

My speciality is lunch box recipes however I love to bake and create delicious, budget-friendly family meals as well. I love experimenting with new ingredients and recipes.



## HOME & ORGANISING

An organised home is a happy home, so I share my best tips on decluttering, organising, cleaning and inspiration for creating a home style that you love, from craft rooms to laundries and everything else in between.



## PARENTING & FAMILY

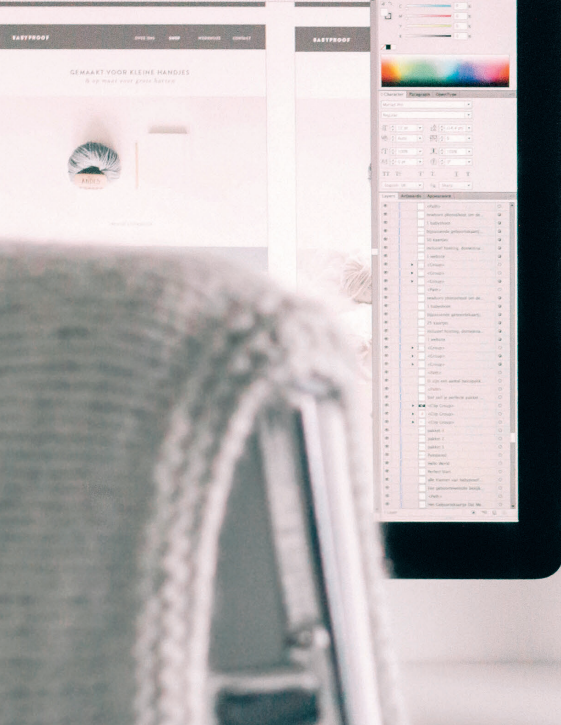
As a qualified psychologist, I enjoy creating content focused on a harmonious household. This includes parenting tips, stress management, routines and preparing for school. I also love sharing printables to help other families create positive habits.



## DIY & CRAFT

A busy lifestyle is no reason not to find time to create. I love to make things and share these projects with my audience with tutorials and step by step processes. I have experience as a design team member for several paper and online craft companies as well.





## *IN GOOD COMPANY*

SOME OF THE BRANDS I HAVE PARTNERED WITH

howards<sup>®</sup>  
storage world



## statistics



1680



370



1199



1.5k



1760



20k