



# Free Candie

MEDIA KIT 2020



*I'm Candice Walsh. I wear many hats. I'm a freelance writer, travel writer, transcriptionist, blogger, copy editor, and Professional Experience Collector. I'm also good at making up job titles. I'm creative like that.*

I've been a writer since I was a child, but in the past ten or so years I've turned this crazy blogging thing into a career. You might say I'm a little addicted to sharing my stories digitally. I'm also addicted to cheese.

Over the past few years, I've earned my BA in English and a Diploma in Professional Writing from Memorial University of Newfoundland. I completed a manuscript with Humber College, and earned a certificate of distinction for my work. I worked for a deep sea tech company before turning to the world of travel. I'm the former lead travel writing faculty at MatadorU, and I spent two years working as the head of communications for the St. John's International Women's Film Festival, I've been published in a whole slew of places...everywhere from BBC Travel to the CBC to AFAR and The Independent UK. In other words, I'm a starving artist.

Although I travel often, I spend most of my time in Newfoundland and Labrador. I'm passionate about adventure travel, and the arts. My work focuses on the art of storytelling -- sharing experiences, and being honest about it. As long as you can deal with my honesty- I think we'll work together just fine.

## WHY WORK WITH FREECANDIE?

I inject humour and personality into my stories.

I'm a trained and skilled writer, with over ten years of experience under my belt. I also know my way around a camera.

My audience appreciates my honesty and can depend on me to be upfront with them about my experiences. They're a loyal bunch, and I want to keep that loyalty.

I've influenced people to take trips to certain destinations in the past because of my experiences there.

## STATISTICS

- 15,000+ unique viewers a month
- 20,000 pageviews
- 6,000 Facebook Fans / 7,000 Followers
- 11,000 Instagram followers
- 18,000 Twitter followers
- 20,000 mentions of nachos on my blog

My audience is based mostly in Canada, American, and the UK. They're mostly women, ages 25-44.

## HOW CAN WE WORK TOGETHER?

I'm glad you asked! Really. I am. There are many, many ways we can work together.

### **Sponsored/Press Trips**

Whenever I participate in a press trip/sponsored trip, I talk about the experience from an honest POV while providing practical, useful information for people planning their trip. I try to find stories within every experience, and I share them across my social networks and website.

We'll create a campaign beforehand. Together we can flesh out a certain number of social posts per day, content after the trip, etc. My SEO Specialist will help me leverage this content for traffic.

Example: In a campaign with #MyJasper in the Canadian Rockies, I generated 48,500 Instagram impressions, 5,400 reach via Facebook, and 16,700 Twitter impressions. I also completed a series of blog posts for both the DMO and my website.

## Recent Campaigns

Over the past couple of years I've completed a number of successful campaigns with industry partners, including **Hong Kong Airlines** and **Louisiana Tourism**. Canadian Traveller was my publisher for these destinations, which resulted in:

- \* Several print pieces and web pieces for Canadian Traveller Magazine (please contact me for clips)

- \* 10+ blog posts on FreeCandie.com

- \* Full social media coverage

- \* Photography

My coverage for New Orleans Tourism was nominated for an “outstanding coverage of destinations throughout the United States” award for Discover America Canada.

**Your story has the potential to reach hundreds of thousands.**

Heck, maybe even millions. Let's aim high.

The thing is, my content gets recycled. My storytelling has a domino effect. When you hire me on as a blogger and content creator, there's a very good chance your destination or product will be featured in other publications in the future.

**I have spent considerable time building relationships with editors.**

My work with various Newfoundland and Labrador DMOs has resulted in publications in BBC Travel, The Independent UK, and The Times -- among others.

I've worked with companies and tourism organizations in Iceland and Ireland that eventually led to stories placed on Matador Network, as well as in local print publications here in Canada.

So you see, the story is never finished. Not even when I return home.

## **Brand Ambassadorships**

I love working with fun, upbeat brands that fit my lifestyle nicely. An ambassadorship can mean all sorts of things -- a series of social promos, a blog post, or anything else you have in mind. Together we'll sort out a price and make it happen, baby.

My policy for all the above items is that if I do not love the product, I won't bother talking about it. I understand that there are different strokes for different folks, and what may not work for me may work for someone else. I'm not going to slander a business over it (unless you hurt me...then it's on).

## **Freelance Work**

Feel free to reach out to me about writing for your business. In addition to freelance travel writing, I'm also a copywriter, and a transcriptionist. I've even transcribed major television shows. Over the past few years I've helped build websites for all types of businesses, including shipping and construction. I've built government websites. I enjoy the variety of content that copy writing brings, and it's been a pleasure to meet so many diverse people. I'm also skilled at working your content around SEO guidelines.

Writing rates vary per project -- I tend to charge per word for travel writing or other creative content, while my going rate for copy is 65CAD/hour. Do not ever ask me to write for exposure. I have worked my butt off to get where I am, and I would never ask you to do your job for free.

## **Sponsored Posts**

I do not often accept sponsored posts at this time. If you're a blogger and you would like to guest post, don't hesitate to reach out.

Any questions? [Email me!](#)

# WHAT MY READERS SAY

*"I've followed both your blog and Instagram account for some time now. I've always found you to be incredibly funny as well as honest. Your writing is fantastic and you take some kick-ass photos!"*

- Victoria Bradley

*"I've spent the past 3 hours reading many of your entries after finding your site on a list of Top 25 Travel Blog Sites. I'm generally not a reader of blogs, travel or otherwise, but you are such a compelling writer!"*

- Diana Sandigo Cabrera

*"I was raised during my formative years in Newfoundland. St. Johns mostly but I've spent my time 'round the bay. I just found your blog and its my best internet find in years. Thank you for the memories."*

- Frank Croft

# WHAT MY READERS SAY

*“I stumbled across your blog a few weeks ago and just wanted to tell you how much I enjoy it and how so much of what you write resonates with me, I am already a huge fan. Your writing is wonderful and your journey very real and inspiring.”*

- Tharani B.

*Thank you so much for the great content you have created for your blog! I am a long time reader but have not really responded and I just wanted to say I'm so grateful that you share your life with your readers. Seriously you are one of the few writers that have made me burst out laughing out loud on a consistent basis. The way you are so vulnerable and honest about this mess that is life and how you share your highs and lows (and all those great book recommendations!) and the way you work on your craft and it just gets better and better!”*

- Lisa R.

*Now that I'm done tooting my own horn, how about we get started?*

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