FreeCandie
MEDIA KIT
2015

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 five 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. I worked for a deep sea tech company and decided I hated that shiz, and then I finally turned to the world of travel. I'm the former lead travel writing faculty at MatadorU, and I've published in a whole slew of publications...everything from BBC Travel to the CBC to AFAR. In other words, I'm a starving artist.

I consider myself location independent, but I spend most of my time between Newfoundland and Labrador, and Germany. 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 seven 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.

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
- 25,000 pageviews
- 5000 Facebook followers
- 5000 Instagram followers
- 15,000 Twitter followers
- 20,000 mentions of nachos on my blog
- My audience is mostly Canadians, Americans, and UK

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 rather than giving a general overview or review of the destination or property. I try to find stories within every experience, and I share them across my social networks and website.

Ideally, we'd create a campaign beforehand. Together we can flesh out a certain number of social posts per day, plus blog posts per trip, etc., and we can agree upon a price.

For example, recently I did a campaign with #MyJasper in the Canadian Rockies. The results ended up going something like 48,500 Instagram impressions, 5,400 reached via Facebook, and 16,700 Twitter impressions. I also completed a series of blog posts for both the DMO and my website.

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 SEO.

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 55CAD/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, but if you have a fun, unique idea for my website and I'm into what you're selling, we can arrange a price and go from there. Prices for nofollow links are set at $300USD per link.

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

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