

MICHELLE
VODRAZKA

www.michellevodrazka.com



2017

MEDIA KIT

Michelle Vodrazka is a Culinary Nutrition Expert, Transformational Nutrition Coach, Sports Nutritionist, Yoga Instructor and Personal Trainer whose passion is teaching people how they can transform their lives through nutrition and exercise. Michelle has published two cookbooks, *Smart Snacking for Sports* and the bestselling *Help Yourself to Seconds*, and is currently working on her third book. Michelle lives in Ottawa, Canada, with her four children where she loves spending time exploring the outdoors and dreaming up new creations in her kitchen. She shares her knowledge of cooking, nutrition and fitness on her website.

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WHO IS MICHELLE VODRAZKA?

BLOGGER, KEYNOTE SPEAKER, PERSONAL TRAINER

BEST-SELLING AUTHOR, TRAVELLER, OUTDOOR ENTHUSIAST



MOTHER OF FOUR

NUTRITIONIST

FITNESS COMPETITOR



SOCIAL ASSETS & METRICS

KLOUT SCORE 61

20,584 combined followers on twitter, facebook, linkedin, instagram and pinterest

TWITTER

[twitter@MomMeFit](https://twitter.com/MomMeFit)



1,871 FOLLOWERS



65%

35%

FACEBOOK PROFESSIONAL

facebook.com/michellevodrazka



5,543 FANS



66%

34%

FACEBOOK PERSONAL PAGE

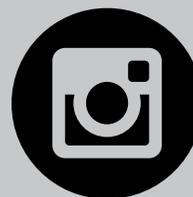
facebook.com/michellejulie36



5,000 CONNECTIONS + 767 FOLLOWERS

INSTAGRAM

instagram.com/michellevodrazka



5802 FOLLOWERS

LINKEDIN

linkedin.com/in/michelle-vodrazka-11a08a10



3936 CONNECTIONS

PINTEREST

pinterest.com/mommeffit



277 FOLLOWERS

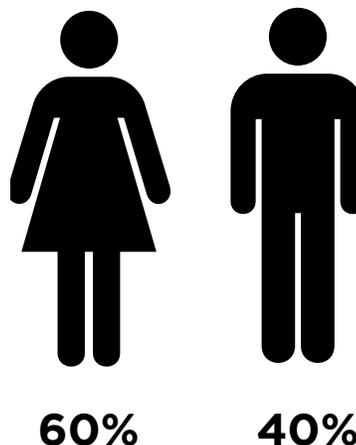
SOCIAL MEDIA

Combined followers 22429

Klout score 61

- **Demographics**

- » 18-24 2%
- » 25-34 16%
- » 35-44 50%
- » 45-54 17%
- » 55+ 13%



WEBSITE (APRIL 2017)

Domain www.michellevodrazka.com

- **Demographics**

- » 18-24 27.5%
- » 25-34 33.5%
- » 35-44 15.5%
- » 45-54 12.5%
- » 55-64 5.5%
- » 65+ 5.5%

- **Location** Canada 52% - USA: 35% - Other 13%

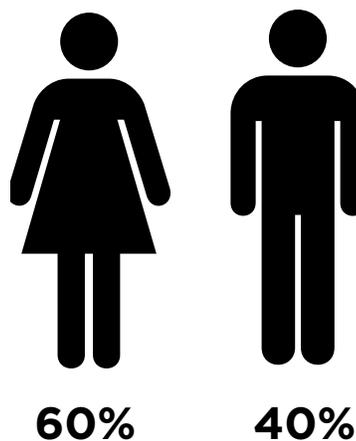
- **Unique Monthly / Visitors** 750

- **Monthly Page Views** 2237

- **Pages Per Visit** 3.46

- **New Visits** 62%

- **Newsletter Subscribers** 2210



MEDIA APPEARANCES AND CONTRIBUTIONS

Glow Magazine, Huffington Post, CTV Ottawa, Rogers TV Ottawa, canfitpro, Live the Smart Way, Ottawa Citizen, Vancouver Sun, Calgary Herald, Bell Vibe, The Fitness Elite, Jennings-Wire, Low-Carb Paleo Show, Live, Love and Eat Magazine, Lifehack and UB Fitness.

EXAMPLES

Glow Magazine

[Six Foods That Are Improving My Mood](#)

Glow Magazine

[Snacking My Way to a Better Mood](#)

Live Love Eat Magazine

[Summer Recipes](#)

Huffington Post

[Pick Your Food for a Better Mood](#)

Ottawa Citizen article

[Mother Develops Health Changing Diet](#)

CTV Morning Live

[How to Choose Good Quality Supplements](#)

CTV Morning Live

[How to Get Your Kids to Love Cooking](#)

Rogers Daytime

[Why We Need to Change the Way We Eat](#)

Low-Carb Paleo Show

[Expert Interview](#)

Totally Off Script Vibe TV 1

[Author Interview](#)

Lifehack

[24 Most Effective Stability Ball Exercises \(contributor\)](#)

Genuine Health

[Pre-Workout Energy Smoothie](#)

Genuine Health

[Hangover Relief Smoothie](#)

Genuine Health

[Raw Chocolate Hazelnut Energy Bars](#)

Genuine Health

[High Protein Peanut Butter Cups](#)

Genuine Health

[Peanut Butter Chocolate Chip Energy Bars](#)

Joyous Health

[Maple Nut Granola](#)

Tuja Wellness

[Can't Be Beet Smoothie](#)

Fitfluential

[Recipe for a Vegan Thanksgiving](#)

Fitfluential

[Printable Kids Lunchbox Meal Ideas](#)

Fitfluential

[Allergy-Friendly Packable Lunches](#)

The Fitness Elite

[8 Excuses That Do Not Count](#)

The Fitness Elite

[10 Tips on How to Get More Sleep With a Newborn in the House](#)

The Fitness Elite

[The Raw Food Diet](#)

The Fitness Elite

[In Search of Supermom](#)

The Fitness Elite

[Everybody Needs a Coach](#)

The Fitness Elite

[Tips for Back to School Family Eating](#)

BRAND COLLABORATIONS

Fitfluential, Tuja Wellness, Genuine Health, Chapters-Indigo, The Best Deodorant in the World, Meal Garden, Bliss B4 Laundry, Kardish, Say Please, Bragg, Fitjoy, MyoBuddy, Cooking Greens, Intelametrix, Lif3 SmartChip, Portions Master, Epicure, Institute for Transformational Nutrition, Academy of Culinary Nutrition, Josh Gitalis, and Pilot's Friend.

EXAMPLES

Multiple brands

[Healthy Holiday Gift Guide](#)

Kardish

[Three Foods for Better Skin](#)

Josh Gitalis

[How to Choose Good Quality Supplements](#)

The Best Deodorant in the World

[Review: The Best Deodorant in the World](#)

MyoBuddy Massager

[Review: MyoBuddy Massager](#)

PlanetBox and Say Please

[Here's How to Pack School Lunches Your Kids Will Love](#)

Lif3 Smartchip

[Review: Lif3 Smartchip](#)

Canfitpro World Fitness Expo

[Pick Your Food for a Better Mood](#)

Genuine Health

[High Protein Peanut Butter Cups](#)

Genuine Health

[Greens Supplements - Do They Live Up to the Hype?](#)

Genuine Health

[Raw Chocolate Hazelnut Energy Balls](#)

Genuine Health

[My Favourite Protein Powder](#)

Genuine Health

[Pre-Workout Energy](#)

Genuine Health

[Chocolate Peanut Butter Cup Protein Shake](#)

Cookin' Greens

[Eight Ways to Sneak More Greens into Your Diet](#)

Fitfluential

[Recipes for a Vegan Thanksgiving](#)

Fitfluential

[Printable Kids Lunchbox Meal Ideas](#)

Fitfluential

[Allergy-Friendly Packable Lunches](#)

Bragg

[Vegan Parmesan](#)

Multiple Brands

[Cookbook Launch Prize Winners](#)

AWARDS

Vitamin Shoppe - [The 10 Most Masterful Meal Preppers on Instagram](#)

Academy for Culinary Nutrition - [50 Best Healthy Foodies on Instagram](#)

Academy for Culinary Nutrition - [Top 30 Clean Eating Healthy Cookbooks](#)

W3 - Women, Wisdom, Wellness - [Health Activist Award 2015](#)

National Fitness Challenge - [Fittest Female of the Year - Winner 2014](#)

National Fitness Challenge - [Fittest Female of the Year - Winner 2013](#)

UPCOMING MEDIA AND PUBLIC SPEAKING APPEARANCES FOR 2017

UB Fitness
Online, April 2017

High Intensity Health Podcast
Online, April 2017

Kardish Women's Wellness Kickstart
Orleans, ON, May 2017

Canfitpro World Fitness Expo
Toronto, ON, August 2017

Live the Smart Way Expo
Ottawa, ON, November 2017

PUBLIC SPEAKING PRAISE

First off, I want to tell you that your course on Boosting Metabolism Over 40 was the single best course I have attended since I started going to the (canfitpro) conference four years ago. You are a fantastic presenter and offered useful and relevant information in an interesting way. Thank you!

- Mary Beth A.

I REALLY appreciated your conference on Great Nutrition Tools for Personal Trainers which was very interesting!

- Sylvain C.

I want to say thank you so much for a wonderful lecture. I have a couple of clients who will be going through menopause and this lecture will definitely help me service them in productive way. Thank you once again for a great lecture and hope to see you next year!

- Dhavna

I wanted to sincerely thank you for your amazing and insightful lecture on How to boost your metabolism over 40. I thoroughly enjoyed it.

- Kim

Absolutely loved your lecture this morning on "How to Boost Your Metabolism After 40"! Thanks a bunch!

- Betty-Lou

As I mentioned this morning, I was supposed to start the day with spinning and decided to take your session. So HAPPY. You are a fabulous speaker, generous and full of knowledge. Everything you described today is my life and your wealth of knowledge is endless.

- Tali

Thanks for the great lecture! It was really fun and a great way to get the info across. Hope you'll be back next year!

- Natalie A.

Wonderful presentation today.

- David

Thank you so much for your informative session today at the Canfitpro convention. I really enjoyed it.

- Christa

Thanks so much for the incredibly informative Pain Management presentation from yesterday.

- Kym

I had the pleasure of attending your presentation yesterday, "Food and Mood - The Gut-Brain Connection" which included a lot of valuable information. Thank you!

- Andy

Thank you for such an informative session!

- Dana

I was in your food and mood /the gut brain connection lecture on Saturday at Canfit. I am very interested in this subject and you presented it really well. Thank you so much. I am very glad I went to hear your talk.

- Christine

Thanks for the wonderful presentation at Can Fit Pro this weekend, hearing your journey was inspiring and the information was awesome.

- Tracy

Looking forward to reviewing the conference slides and the “foods to avoid” PDF. Thanks again Michelle. Wishing you an abundance of health, wealth and happiness!

- Chantel

This past weekend I attended the Toronto Canfitpro conference and had the opportunity to be in your lecture on Food and Mood: the Gut-Brain Connection. I loved it! Thank you.

- Shirley

I want to thank you for being at the conference this weekend. I have not attended one of your lectures/presentations before and I truly enjoyed it. You were very informative as well as very passionate about your topic. You offered great tips and information that is for sure! Thanks.

- Teresa

Hope you had a good time in Toronto doing your presentations & seminars. My wife Blair and I really loved our time spent in your workshop. Thanks again so much for being not only inspirational but very informed about health and nutrition.

- Joe

I am a high school health and physical education teacher and would love to use this as a resource. Thank you very much again I am super excited to tell my students about the new knowledge I have gained. If you have any additional resources I am always wanting to refresh and update my information I am giving to my students. Thank you so much again I am so happy I was able to connect with you!

- Jodie

COACHING PRAISE

You have somehow taught me to better understand when I'm hungry and when I'm not. I don't find myself thinking about food all the time. I'm sure it's because of your recipes and the good things you have taught me to eat vs the bad things. And it's so EASY!! I don't feel deprived at all. I've had so many opportunities for cake etc in front of me, and I don't struggle (usually). I really can't thank you enough! The most notable differences I have observed is how I've hugely decreased my addiction to coffee and sugar, so I'm not getting the crashes. I really I feel so much better. After 13 yrs of dieting, I can say that you are the best nutritionist that I have ever experienced. You really know your stuff!

- Elana C.

I found an old picture of the half marathon that you trained me for. It made me think that I really should thank you again for all of your kind words and encouragement. I am sure that you have worked with so many people that you don't always realize what you help people to do. Long story short, that was a shitty time in my life and training for that race was what gave me strength in the other aspects of my life (had to make some hard decisions, but felt that I could do it because I had just run 21k!!) I love following your posts and really respect the work that you have been doing. Thank you!

- Candace C.

I started working with Michelle shortly after I had returned to work from my mat leave. My goal was to get to a healthy weight before I turned forty (which was right around the corner) so that I could be an active mother and a good role model for my daughter. I had dieted before, but I always yo-yoed and I never managed to stick to a healthy weight for long. I wanted lasting results and I wanted to lose weight the right way this time. I have to say that I found it challenging at first because Michelle's plan really challenged the way I ate and the way I saw food. Even though I probably only followed Michelle's plan 70% of the time, I still saw amazing results because I was provided with a lot of options and a lot of food (I never once felt hungry).

- Kim L.

Michelle was excellent throughout the entire process. She was very supportive even if I had a bad day she would just encourage me to do better and provided me with tips to avoid falling into the same pitfalls the next time. She was also very understanding and amended the plan to fit my needs and my lifestyle in order to help me succeed. I was amazed at how she was always available to answer my questions (even though she's a very busy lady!).

Over the course of 3-4 months, I was able to lose 40 pounds. I still have another 15 pounds to lose but I feel so much better about myself because I got to go buy a whole new wardrobe! The plan really changed the way that I live. I now make wiser choices when eating out, making meals and snacks, doing groceries and taking the stairs. Working with Michelle is the best decision I ever made for myself and my family and I highly recommend her to anyone in losing weight, feeling great or just developing healthier eating habits.

- Tania S.

I worked with Michelle to prepare for my first fitness competition and my experience could not have been better. In 12 weeks, I had dropped 23 pounds by following her workout and meal plans in preparation for a fitness competition. The results I was seeing were very rewarding and I was reaping the benefits of not only my physical body changes but mentally as well. My confidence and self-esteem had increased as I was proud to see that I committed to my goal and I was getting

closer to my competition.

Michelle was diligent and timely when monitoring my measurements and progression. Whenever I had a question, she answered me almost immediately. She was always motivating and positive and I can not thank her enough for all her coaching and work. I highly recommend that if you are looking for weight loss, healthier eating, work out plans or training for a competition, she is the one to work with. Michelle has a tremendous amount of knowledge and passion in this area and if you follow her recommendations, you will surely get the results you are looking for. Thanks again Michelle and I look forward to working with you again over the next few months.

- Anju B.

I just wanted to let you know that I had got the results of my blood work from my doctor and my numbers were great (as compared to before starting your program). My doctor was thrilled with how low my cholesterol was – she said she could tell I have made major changes to my lifestyle. Also my weight has been stable at 144 (down 11 pounds from last July). So I just wanted to say a big thank you to you. Your advice, coaching, meal, and exercise plan have changed my life for the better. Thanks for everything!

- Jacky P.

Competing in a physique competition was a bucket list goal of mine. Something I never thought that I could do, something that scared me, and something that I didn't know anything about. I found Michelle through a friend and was intrigued by her sane, clean, and holistic approach to competition preparation without dehydration, diuretics, or any fat burners. Michelle is the perfect coach for entering the fitness competition world in a healthy way and doing it right. I absolutely adored the customized and ever-evolving meal plans and fantastic physique-sculpting work outs. Michelle is all about efficiency. I only worked out four times per week to build muscle and recover, and only put in on average 1 hour of cardio each week! She is the ultimate economizer. I loved our weekly check ins, the tasty and easy recipes, the creative and intense work outs, and the posing classes. I highly recommend Michelle to any person who wants to change their physical life in a clean, healthy, and natural way. Thank you Michelle for showing what I was capable of it. I am still beaming!

When I first started working with Michelle, I thought I had knowledge in the fitness and health department but I was dead wrong. I learned so much with Michelle. She's a patient, kind, motivated, passionate and supportive coach. She adjusted my meal and workout plans according to my tastes and needs. While working with Michelle, I also got pregnant (I been trying for more than 9 years) and it happened naturally. Don't know if it happened because I changed my eating habits and lifestyle but I thank Michelle for a lot of the changes that happened in my life recently.

-Julie L.

This program has had a significant impact on my life! For years, I have been struggling with identifying the proper nutrition and exercise program to transform my body. By sharing your specific goals and concerns, Michelle develops nutrition and exercise plans tailored to your needs. My kitchen has since been transformed, not with low calorie foods but rather with nutritious food and recipes. Similarly, my exercise program is now shorter but more efficient! Results don't happen overnight but I am impressed with all the progress I made thus far with the amazing knowledge and support Michelle offers!

Since starting the program my eating habits have drastically changed! Michelle doesn't put the focus on calories, instead she offers nutritious meal and snack recipes that will help you feel satisfied and will offer your body what it needs to build muscles and burn fat! What Michelle offers

is not a diet but rather a new and improved lifestyle! I use to purchase refined sweets and salty snacks at the grocery store all the time thinking I could eat them in moderation but now I don't even consider it anymore! If I crave sweets I follow her banana muffin recipe. Craving salty? I make her roasted chickpeas! If portions worry you, Michelle's program offers guidance on how to be in-tune with your hunger as well as approximate portions you can follow based on your plate! If you are ready for a healthy change, this is a quick and reliable program that will transform your entire kitchen, not to say your entire life!

It's difficult to identify only one element about the program that I like! If I really have to choose, what I like most about the program is the result! Have I reached my ideal goal 2 months in? Not quite, but I am well on my way and it is thanks to this program! Michelle is incredible! You may struggle while trying to adapt to this new lifestyle, I know I have, but don't give up. Her advice and knowledge is worth trusting! I have seen a lot of changes on how I look and feel and am excited to see how much I will change in the coming months with all the new knowledge I gained here!

The most important lessons I learned through this program are:

- you don't have to restrict or eat low fat to be fit and thin!
- moderate exercise is enough to build and maintain a fit figure!

These are just general concepts I retained! The program provides tons of recipes, exercise routines, health facts and articles, etc. In other words, all the necessary tools to achieve your goals and one on one sessions with Michelle to tailor everything to you!

Yes I would recommend this program and I have! My family, friends and colleagues hear me talking about my experience all the time! Many have purchased Michelle's cookbook since her recipes are healthy and incredibly irresistible. Yes, this program is lead by Michelle but it becomes YOUR program. She customizes everything to your needs and goals and wants you to succeed! It is the best investment I have made in a long time, a gift to myself and I am so thrilled I met her! Thank you so much Michelle!

- Isabelle P.