

Meet...

Rhian Allen





about

Rhian is an entrepreneur & influencer who lives on the Northern Beaches of Sydney.

Rhian is passionate about healthy living and fitness and LOVES food, fitness, travel and fashion.

Rhian is also the Founder of The Healthy Mummy and a mum of 2 boys.

Rhian's story

Rhian is an entrepreneur, influencer and founder of The Healthy Mummy which she developed into a multi million dollar business.

In 2010, Rhian was pregnant with her first baby. She sold her house and quit her job to start the e-commerce business The Healthy Mummy.

Rhian soon grew the business into the biggest and fastest growing mums only health and weight loss company worldwide, having expanded The Healthy Mummy in the UK and USA markets.

With Rhian leading the business, The Healthy Mummy reached a \$24m turnover business with a community of over 1.5 million mums.

In 2017, Rhian sold 50% of the business to a private equity firm which went on to sell 100% of the business to a manufacturing company in 2022.

During her time as CEO, Rhian published books, manufactured Healthy Mummy merchandise, launched a beauty range, a frozen food delivery service, a Healthy Mummy fitness app used by over 100,000 mums, created her own range of health food products and supplements, created an active wear range, created a Healthy Man range, created a Healthy Mummy Wellness app and website plus was signed by Australia's No.1 book publisher Pan Macmillan where she went onto publish two number 1 selling books in the lifestyle category

Rhian appears across Television, newspaper and magazine publications, radio and news websites on a regular basis and is a leading woman in business.





**over
113,000
followers**

**over
2.2m
Reach
per month**

**over
166,000**

**combined social
media followers**



**over
53,000
followers**

**over
460,000
Reach
Per month**

Brands Rhian works with



springfree
TRAMPOLINE

Best&Less

**CITY2
SURF**

suzannegrae

Emma
The Sleep Company

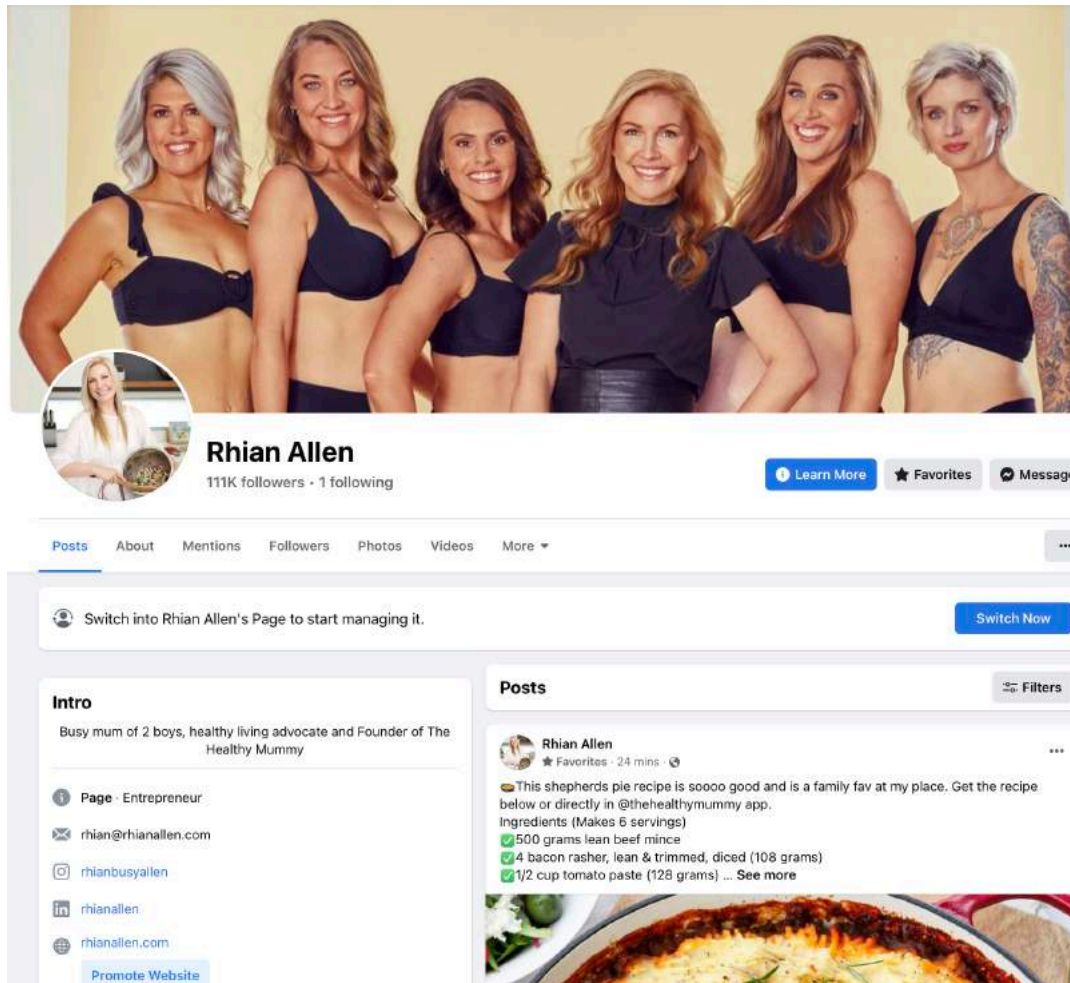


sukin
AUSTRALIAN • NATURAL

Rhian's facebook



An engaged and interactive follower base of over 113,000 - growing each week **and** over 2.2m reach a month.



The image shows a screenshot of Rhian Allen's Facebook profile. The cover photo features six women, including Rhian, in black sports bras. The profile picture shows Rhian in a kitchen. The bio identifies her as a busy mum of two boys, a healthy living advocate, and the founder of 'The Healthy Mummy'. The page has 111K followers and 1 following. Navigation tabs include Posts, About, Mentions, Followers, Photos, Videos, and More. A 'Switch into Rhian Allen's Page to start managing it.' button is visible. The 'Intro' section lists her page as 'Entrepreneur' with contact details for email, Instagram, LinkedIn, and her website. The 'Posts' section shows a recent post about a shepherd's pie recipe with a photo of the dish.

Rhian Allen
111K followers · 1 following

Learn More · Favorites · Message

Posts · About · Mentions · Followers · Photos · Videos · More

Switch into Rhian Allen's Page to start managing it. Switch Now


Intro
Busy mum of 2 boys, healthy living advocate and Founder of The Healthy Mummy

Page · Entrepreneur
rhian@rhianallen.com
rhianbusyalien
rhianallen
rhianallen.com
Promote Website

Posts Filters

Rhian Allen
★ Favorites · 24 mins · 🌐

👩🏻 This shepherds pie recipe is soooo good and is a family fav at my place. Get the recipe below or directly in @thehealthymummy app.
Ingredients (Makes 6 servings)
✔️ 500 grams lean beef mince
✔️ 4 bacon rasher, lean & trimmed, diced (108 grams)
✔️ 1/2 cup tomato paste (128 grams) ... See more



Page overview

Discovery

🌐 Post reach	2,123,016
👥 Post engagement	219,581
📋 New Page Followers	4,924

Interactions

😊 Reactions	17,392
💬 Comments	5,466
➦ Shares	1,802
🖼️ Photo views	8,324
🖱️ Link clicks	47,224

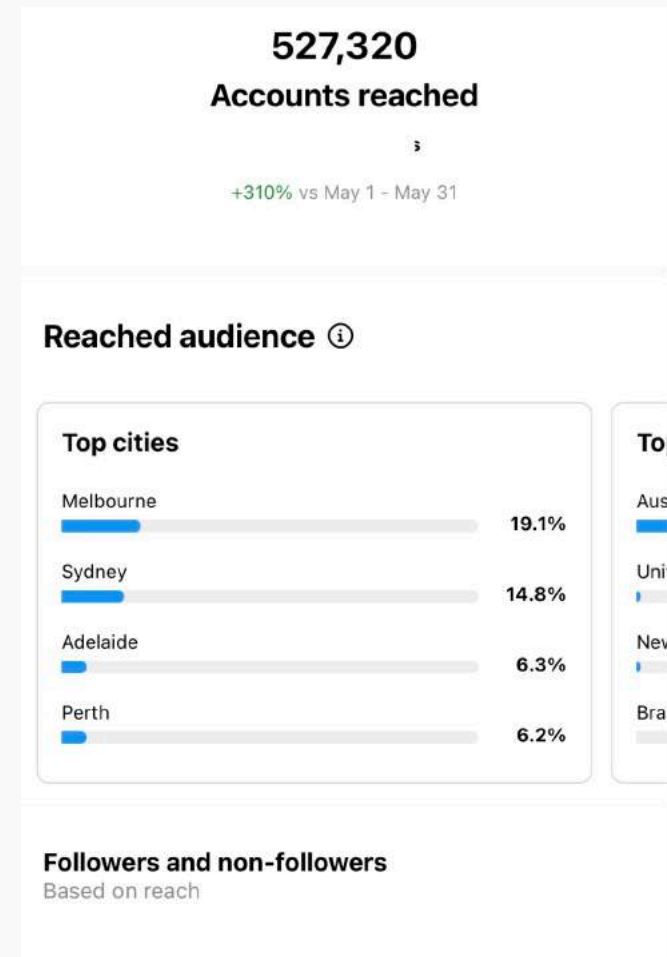
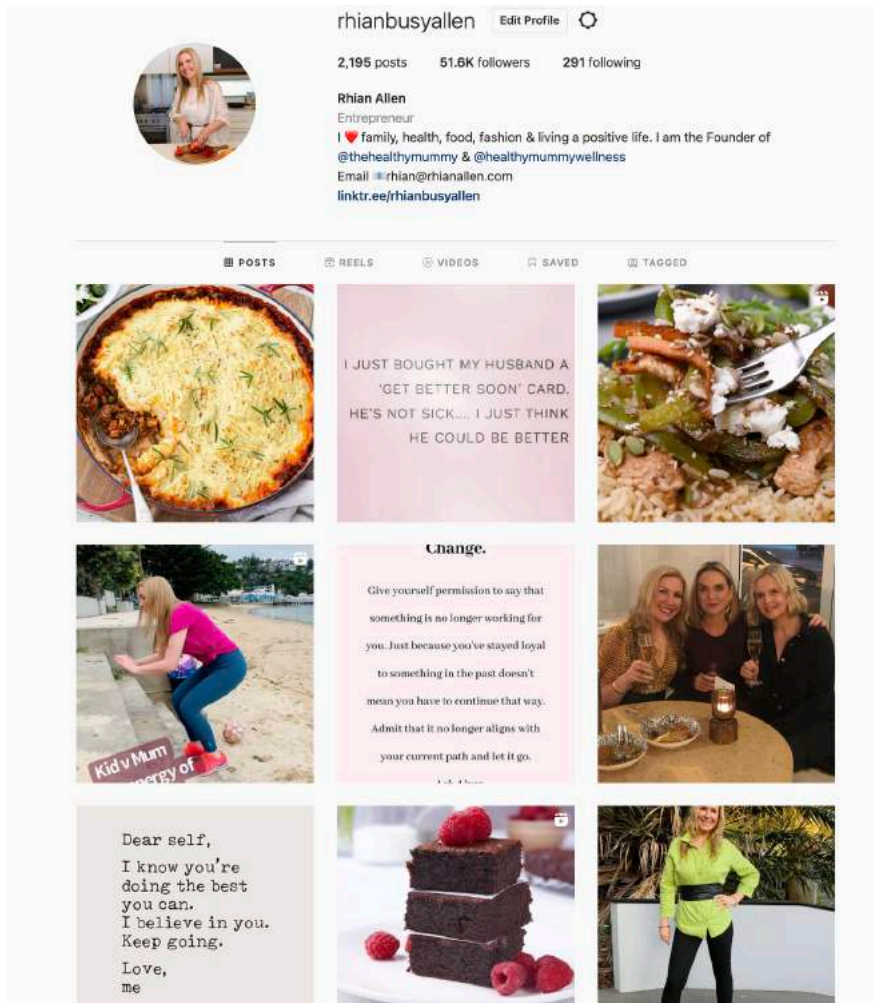
Other

👁️ Hide all posts	28
🗑️ Unfollows	0

Rhian's instagram



An engaged and interactive follower base of over 53,000 - growing each week and over 428,000 reach a month



content creation

Rhian has a full studio (including full kitchen studio and plain white cyclorama studio and fitness studio - all with full cameras and lighting) and editing suite and can offer high quality production across video and photography.

Rhian and her team can offer;

- High quality in house video content
- High quality photography
- Content created for recipes, fashion, fitness and kids.
- Fully edited videography and photography.



consulting

Rhian has a huge amount of experience in developing and launching businesses.

Rhian's skill set and experience includes;

- Business and product innovation
- Business transformation
- Ecommerce and sales
- Social media marketing
- Facebook advertising
- Community management and growth
- Customer service
- Customer retention
- Creative marketing
- Business and revenue growth
- Fund raising
- Subscription business'
- Starting a business
- Women in business



Media appearances

Rhian is an established media presenter, having made frequent appearances on television shows such as *Channel 9 Today Show*, *Nine News*, *Studio 10*, *Channel 7 Sunrise*, *Sky News*, *A Current Affair* and was a regular guest on Channel 10's *Studio 10*.

Her writing around her business journey and supporting women in business has featured in numerous business publications such as *Dynamic Business*, news.com.au, *Inside Small Business*, *Smart Daily*, *Smart Business*, *Business Chicks* and more.



best selling author

Rhian was signed by Australia's No.1 book publisher Pan Macmillan where she went onto publish two number 1 selling books in the lifestyle category which were number 1 in Australia for 7 weeks.

Rhian is also published by ARE media for The Healthy Mummy magazine sold in Supermarkets and Newsagents nationally



2 x
#1 Best Selling Books (sold in Kmart, Big W, Target & book stores). Published by Australia's number 1 publisher Pan Macmillan



6 x
Healthy Mummy magazines sold in Coles & Woolies). Published by Australia's number 1 magazine publisher ARE Media.

ee

rates



Rates



INSTAGRAM

PREMIUM INSTAGRAM PARTNERSHIP \$2,250 (RRP \$4,600)

Includes 3 x Instagram posts , 2 x Instagram stories and 1 x FB post

BASIC INSTAGRAM PARTNERSHIP \$1,500 (RRP \$2,150)

Includes 2 x Instagram posts , 1 x Instagram story

SINGLE INSTAGRAM POST \$850

SINGLE INSTAGRAM STORY \$450 (3 frames)



FACEBOOK

PREMIUM FACEBOOK PARTNERSHIP \$2,550 (RRP \$5,200)

Includes 3 x FB posts , 1 x FB story 1 x Instagram story and 1 x Instagram post

BASIC FACEBOOK PARTNERSHIP \$1,550 (RRP \$2,750)

Includes 2 x FB posts, 1 x Facebook story

SINGLE FACEBOOK POST \$1,150

SINGLE FACEBOOK STORY \$450 (3 frames)

*Briefing document to be completed by client outlining key deliverables and objectives. Will include client's handle in caption and hashtags as supplied by client. If video production is required there will be an additional cost of \$350 per video.

*Usage rights to boost posts and use separately to incur an additional cost. Intellectual property to remain with the talent unless otherwise agreed.

OTHER OPPORTUNITIES

Speaking at an event - \$5,000 includes 1 x Instagram post and 1 x FB post

Ambassador for a brand and bespoke opportunities - POA

Brand consulting and strategy - POA

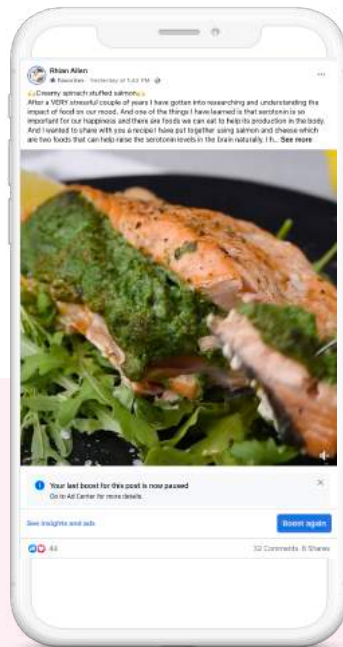


Followers Instagram 53,000 and Facebook 113,000



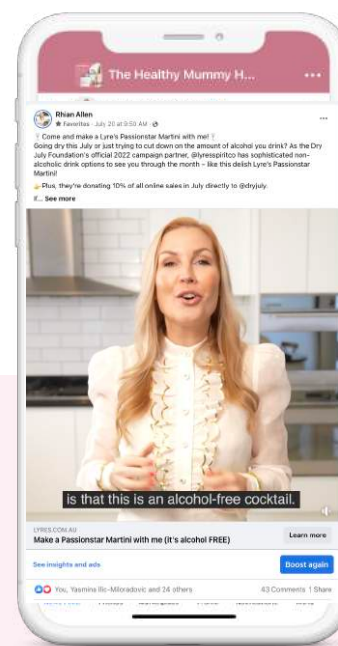
Instagram Feed

\$850



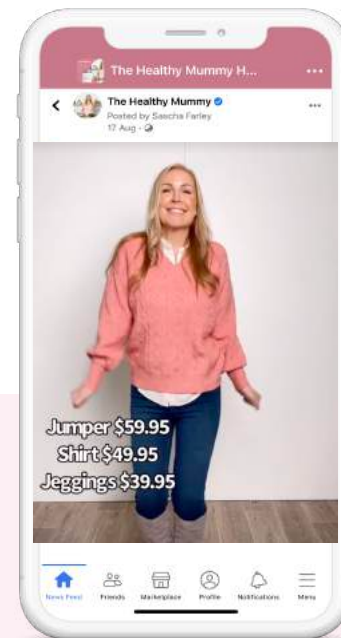
Instagram Story

\$450



Facebook Post

\$1,150



Facebook Story

\$450

*Production cost on videos \$350

case study - best & less

Objective - Announce launch of free kids colouring books from Best & Less

Campaign - Posts across Instagram and Facebook pages

Results -

Insta - 1,302 likes, 21 comments

Facebook - 184 likes, 99 comments, 7 shares



case study - Lyre's

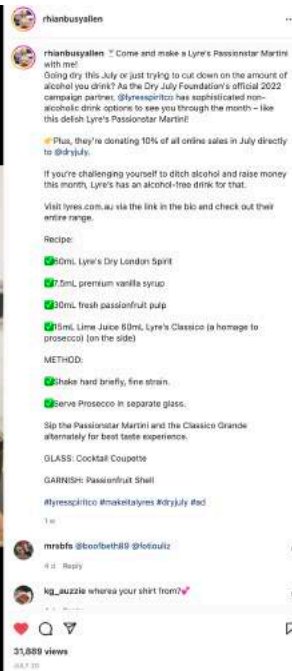
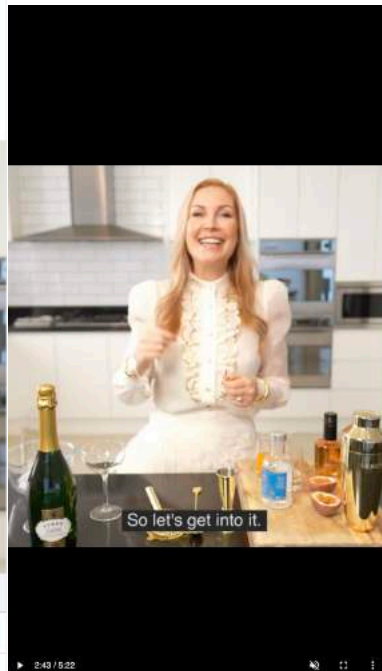
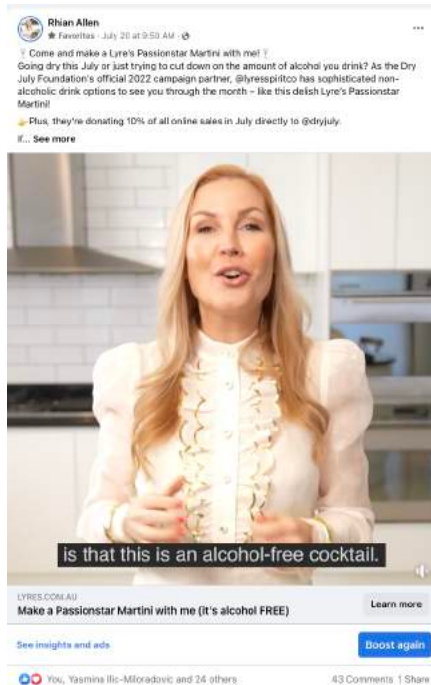
Objective - Create awareness for Lyre's non alcoholic spirits

Campaign - Create a video of Rhian make a Lyre's alcohol free cocktail recipe and share on Rhian's social media

Results -

Instagram - 35,000+ views, 481 likes, 39 comments

Facebook - 28,000 views, 41 comments, 7 shares



case study - Suzanne Grae

Objective - Showcase Suzanne Grae clothes and drive awareness

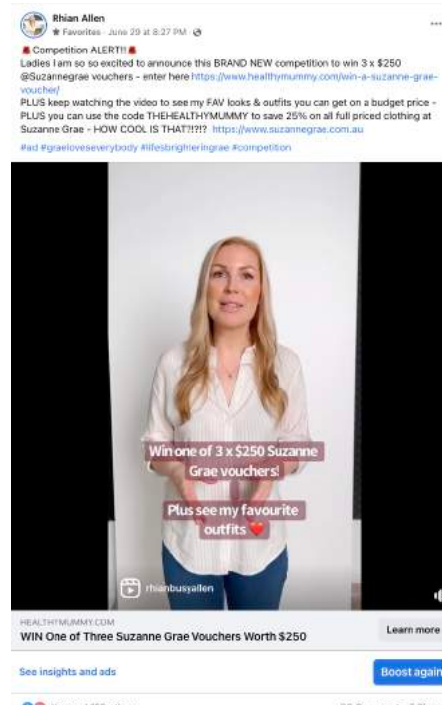
Campaign - Create a video campaign of Rhian showcasing Suzanne Grae clothes plus drive a competition to clothes

Results -

Instagram - 32,000+ views, 464 likes, 72 comments

Facebook - 56,000 views, 104 likes, 26 comments

Competition - 2,800 entries



thank you

