

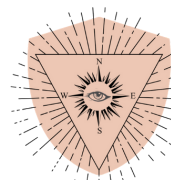


MOTHERHOOD + WELLNESS

Strengthening the journey of motherhood through
self-care, spirituality, and intuitive development.





jen marie cliff | RN, BSN, RMT




JMC Healing &
Wellness Academy

"Helping moms shine from within."



I believe if you strengthen the
mom, you strengthen the
family. And that ripples out to
the community.



JEN MARIE CLIFF | RN, BSN, RMT



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Welcome

CONSCIOUS COLLABORATION

Hey there!

I am so glad you're here! My name is Jen. I'm a mama to a wild toddler, a firefighter wife, crazy cat lady, and lover of Stars Wars. I have been trained as a nurse and energetic healer which gives me a unique perspective of holistic health and wellness.

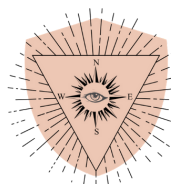
As a young mom, I've been awoken to the daily challenges we all have as parents. We may not have the same exact experiences or situations but we all have one thing in common: our beautiful children. I've been a stay-at-home-mom and working mom. I can tell you they each are difficult to balance because at the end of the day, most of us put ourselves last. That habit can bite us in the booty if we don't implement self-care. I don't believe in rigid routines, instead plan what you can and then be flexible throughout the day. Perfection is never the goal, it's about the process. Each and every one of us has our own evolutionary process.

I honestly didn't become conscious of my own holistic health and wellness until I became a mom. I felt isolated, lost, and frustrated. I was a nurse at the time, and even at that point I didn't fully love what I was doing. I'm the type of person, if I don't love what I'm doing, then I completely lose interest. This was not an easy realization because I worked so hard in nursing school. I wanted to make a difference and leave a legacy in the world. Unfortunately, nursing wasn't going to be it. But I am so grateful for the education and experience. I'm a believer of blending allopathic medicine with integrative techniques; marrying science and spirituality is the future!

Eventually, I returned to integrative and spiritual practices. I started to get involved with mom groups on social media, and eventually was invited to be one of the Directors of a nonprofit that support moms. Everything started to align. And it has become clear to me from meeting many moms that we all need a community; a massive village to fall back on. I want to rid of the mom/parent-shaming and replace it with empathy, understanding, and love. With your help, we can do that together!

With Love & Light,

Jen



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www.jenmariecliff.com/podcast

MISSION & VISION

LEAVING A LEGACY

MISSION

M+W strives to show moms the importance of self-care, spirituality and intuitive development. Life is a learning process, a chance to evolve and enlighten ourselves by becoming resilient individuals and tapping into our human potential.

VISION

M+W wants to reach millions of mom listeners and collaborate with positive influencers in the health and wellness industry. It is clear that moms still need genuine connection and support. M+W wants to provide an resource library, membership site, and online learning experience to empower moms on a global scale.

ALIGNMENT - THIS IS ME, I HOPE WE HAVE SOME THINGS IN COMMON!

- I love making mom friends!
- I can keep it classy but I'm naturally more sassy!
- I don't overuse it, but I'm known to have a sailor mouth. :p
- I have massive dreams, goals, and aspirations personally and professionally.
- I love to travel!
- I'm an animal lover.
- I have an artistic side.
- I love to be active - when I don't feel like binge-watching Netflix.
- I love pasta!
- I can binge-watch TV like a pro!
- I love essential oils and candles.
- I practice Shamanism; respecting Mother Earth, the Spirit World, and understanding the Universal web that connects us all.
- I'm a whiskey girl!
- I used to play soccer, lacrosse, basketball, field hockey, ice hockey, track & field, and swimming.
- I'm a Leo - fiercely loyal to my friends and family.
- I love the woods, the beach, and the full moon.
- I play a shamanic drum which I made myself.
- Favorite TV/Movie genre: Action & Science Fi especially if it involves martial arts and spies.

The Elements of Podcasting

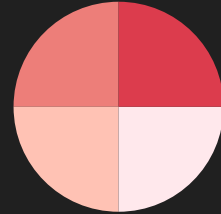
Audience

M+W is targeting moms (to-be) of different demographics, sexual orientation, ethnicities, and cultures. Jen Marie Cliff (JMC) understands the struggles moms go through.



Why podcasting?

Podcasting is a steady going industry. According to stats, this year, 37% of people from the U.S. listen to podcasts each month. Wow! That's about 104 million listeners! This is compared to 32% in 2019.



Benefits of Listening

Podcasting is a unique platform. It reaches a global audience like no other medium.

- It's free
- Can listen while doing other (mindless) tasks
- Listen anywhere
- Learn something new



Value

The goal of M+W podcast is to inspire, teach, and awaken the massive potential we all possess. In order to begin to see who we are, we must start with self-care. M+W desires to bring specific topics, tips, and stories to uplift the audience with each episode.



Mission for M+W

Jen strives to show moms the importance of self-care, spirituality and intuitive development. Life is a learning process, a chance to evolve and enlighten ourselves to become resilient individuals.

Colaborate

Jen is looking to collaborate with outstanding moms and businesses who *genuinely* want to strengthen the mom community. Please fill out her form to start the approval process. Thank you! [CLICK HERE.](#)



What is your topic?

SUPPORTING THE MOM COMMUNITY

Things to ponder:

- What is your overall topic?
- How does this relate to the mom community?

Things to prep and send to Jen:

- Please create a summary, outline, and/or questions related to your topic.
- You can send it directly as an email or document [any format is fine].

SEND TO:

- Jen's business email - info@jenmariecliff.com
- Please save her email for any future correspondance. Thank you!

What is the value you will bring?

INSPIRE, EDUCATE, & EMPOWER

YOU have immense value and a voice:

- Let's framework your personal story or business around serving the mom community.
- How is your story unique?
- How is your business different from other's in the industry?

What is your story? - personal or business journey:

- Everyone has an interesting story to share, what is yours?
- If you have a (wellness) business, what has it taught you on a personal and professional level?

What are some solutions to the challenge(s) a mom might have related to your topic?:

- Practical tips - make it easy to accomplish and understand.
- Is there research supporting any evidence related to your topic?
- Are there any mantras, affirmations that have gotten you through hard times?

SEND TO:

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Promotional Information

FOR BUSINESSES

M+W believes in collaboration, not competition:

- If you believe your business and experience can make a positive difference in the mom community, let's team up!

Things/info I need from you:

- Professional and high quality photo to post on the website.
- Business Bio.
- Your website, contact info, and social media accounts.
- Your cell phone number and work number - in case we need to get a hold of you and confirm the interview within 24 - 48 hours.

What is the service or product you offer?:

- M+W wants to shed light on what services and products could help them
- Holistic wellness services encourage individuals towards self-care, education, and a more well-balanced lifestyle.
- What can you teach the audience about your services or practice?

SEND TO:

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Q&A

CLARIFICATIONS

What should I wear?:

We want you to be comfortable. This will be recorded as a video and audio file for the audience. We just ask that you look presentable with no offensive, graphic, or violence sayings or imagery. This is an all-inclusive audience of moms from difference demographics, sexual orientation, ethnicities, and cultures.

I have never done this before, what should I expect?:

- Guest what? Jen is new to this too! All interviews will be recorded, but not live. So relax, just breathe, have fun, and most importantly be yourself!
- All interviews will be edited and refined before each episode.

How long will this take:

- This all depends on your outlined topic and how far we take our conversation. Schedule up to 2 hours including, meet and greet.

Will this be video recorded?:

- Yes! This applies to ONLINE and LIVE interviews.
- ONLINE Interview: If you do not have a zoom account please create your free account [here](#).
 - Please do this ahead of time, thank you!

Approval Letter

2 WEEK PENDING PERIOD

Please allow time for M+W to review your information:

- At M+W we want to make sure we are a good match.
- We want to make sure there's a focused topic versus having a random conversation.
- We loving supporting (local) (small) businesses. Most importantly, we want to make sure this is about *serving* the audience, not about pure profit.
 - We may ask for referrals and need time to hear back from them.

PLEASE CHECK YOUR EMAIL:

- Once you send ALL requested information, please allow a 2 week grace period.
- Jen's business email - info@jenmariecliff.com
- Please save her email for any future correspondance. Thank you!

Thank you for your patience!

We know your time is valuable.

How to schedule your interview

LET'S DO THIS!

FOLLOW THESE STEPS:

1. Step 1: Go to www.jenmariecliff.com/book-online or click [here](#).
2. Step 2: Choose Live or Online Podcast Interview - there is no fee.
3. Step 3: Wait for an immediate confirmation email. If you do not get one please email us at info@jenmariecliff.com.
4. Mark this on your calendar!
5. RESCHEDULING: Everyone's time is precious. If you have to reschedule, please try and cancel asap or no more than 24 hours. If M+W has to reschedule, we will honor and do the same. Thank you.

PLEASE CHECK YOUR EMAIL:

- Please check your email for confirmation. Don't forget to mark your calendar!!
- Jen's business email - info@jenmariecliff.com
- Please save her email for any future correspondance. Thank you!

Let's Get Social!

STAY IN TOUCH

BUSINESS INFO



Email: info@jenmariecliff.com

Website: www.jenmariecliff.com

LinkedIn: www.linkedin.com/in/jen-marie-cliff-34a9bara8/

SOCIAL MEDIA



Facebook Page: @jenmariecliff

Instagram: @jenmariecliff

Pinterest: www.pinterest.com/jenmariecliff/

PRIVATE GROUPS



FACEBOOK -

- [Holistic Health & Wellness for Moms](#)
- [Intuitive Development to Empower Women](#)

INSIDER NEWSLETTER



A monthly newsletter to keep you posted about the JMC business. Some benefits include:

- Discounts on services or products
- Upcoming events
- Upcoming podcast episodes
- Upcoming blog articles
- Inspirational stories and quotes
- Practical tips for the busy mom
- NEW! Monthly Wellness Kit

*You can opt-out any time.

SCHEDULE YOUR INTERVIEW - MUST BE APPROVED FIRST



www.jenmariecliff.com/book-online or click [here](#).