

*Be Well, Sis*

Media Kit

2021

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# About The Podcast

Be Well, Sis is an award-winning wellness podcast dedicated to empowering Black millennial women with resources to level up mentally, emotionally, physically, and spiritually. It was created to fill the gap in representation and inclusivity in the Wellness space as well as to be a sanctuary for Black women to exist freely and unapologetically.

Since its debut in March 2020, it has been recognized by **Apple Podcasts** as “**New and Noteworthy**” twice, ranked among the **TOP 10 of Alternative Health podcasts** and **top 200 of all Apple Podcasts** in the United States. It has also been added to the exclusive Level Up list by Amazon Music. Additionally, Be Well Sis is proud to be part of the inaugural class of the Clubhouse Creator First Accelerator.



## Our Tribe Demographics

GENDER IDENTITY	95% Women
AGE RANGE	83% aged 24-44
TOP GLOBAL MARKETS	USA, Canada, UK
TOP US MARKETS	New York City, Dallas, Atlanta

Each new episode averages 4,000 unique downloads in 30 days, and the back catalog of episodes continues to reach thousands per month.

## Past Guests



Founder and CEO of OmNoire  
Christina M. Rice



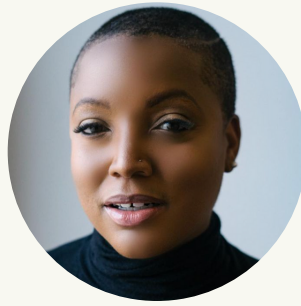
Licensed Therapist  
Meghan Watson



Financial Expert; Podcast Host;  
Founder of Journey to Launch  
Jamila Souffrant



Co-Founder of Momotaro  
Apotheca  
Lindsay Wynn



Tech Founder and Mental  
Health Advocate  
Jade Kearney

## Some of Our Most Impactful Episodes

- Radical Self-Love with Dr. Tameka Jackson
- Normalizing Therapy, Postpartum, and Why She Matters
- Unlocking True Body Positivity and Self-Confidence
- Purpose, Bathbombs, Cannabis, and Self-care
- The Intersection of Financial Health and Wellness
- Intimacy and Sexual Liberation



Be Well, Sis

# Stats and Reach

Since its 2020 launch, our podcast has amassed an engaged, listening, and quickly growing community. We've recently hit a milestone of surpassing 100 thousand unique downloads. Be Well, Sis has been mentioned in notable publications and is quickly becoming a recognizable brand.

In May 2021, Be Well, Sis also won a coveted seat in the inaugural class of the Clubhouse Creators First Program. As part of the program, we produced a weekly interactive show with similar themes to podcast episodes. There, we engaged with our community in real-time with rooms growing to over 300 concurrent listeners and participants.

## Why Clubhouse?

Clubhouse is a unique voice-based social networking app that unites global communities with great conversations. It is currently the fastest-growing social media platform and its users are among the most deeply engaged, inquisitive, well-educated, global citizens. Communities gather on Clubhouse to talk, listen, and learn from each other in real-time. The average user spends at least 60 minutes per day (oftentimes well over that) on the app which makes it the perfect platform for courting or developing brand loyalists.

## Recent Partners





# About The Host

## Hey There!

As a mother of 2 young boys, medical doctor, wife, educator, and host of the Be Well, Sis Podcast, I'm incredibly passionate about the wellness and self-care practices of Black millennial women.

Shortly after graduating from medical school, I became pregnant with my eldest and was made very aware of the things that I put both in and on my body. In doing my own research, I learned that there was a large gap between what I learned in medical school and what it truly means to be well. Since then, I've been on a journey to be well in mind, body, and spirit.

In my quest for knowledge, I quickly realized that we are often underrepresented or alienated in Wellness spaces although we often also suffer the worst medical outcomes compared to our peers.

So, I've become dedicated to providing relevant resources that resonate with those of us who feel forgotten.

I'm looking forward to hearing your vision and how you'd like to partner. I'm grateful that you saw something in me and my tribe that piqued your interest. I truly hope we can work together to create an impact.

Looking forward to creating something beautiful together!



# Be Well, Sis

## Seen In

The  
Charlotte  
Observer

abc NEWS

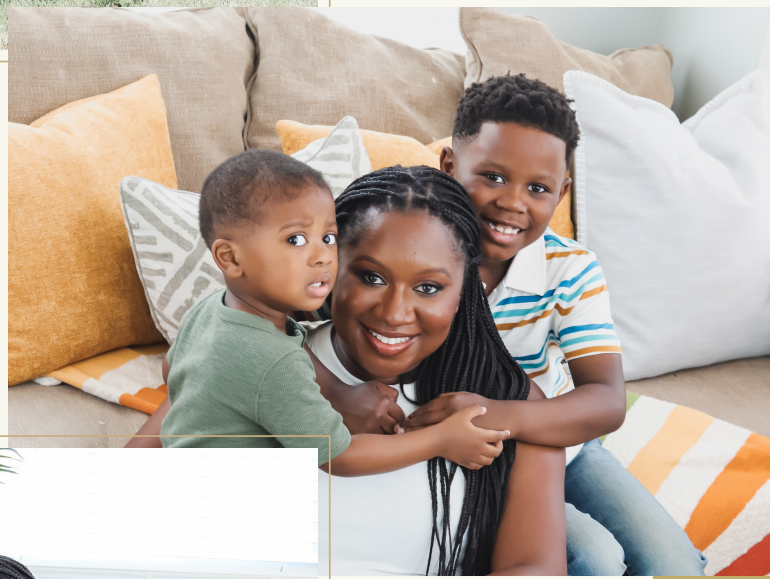
MADAME  
NOIRE

CONDÉ NAST  
Traveler

EBONY

## Fun Facts!

- ✓ I'm skincare obsessed and fancy myself an amateur esthetician!
- ✓ Sometimes the only time I get to myself is the 10 minutes alone in the mirror.
- ✓ I recently discovered my green thumb and grew a garden full of tomatoes, eggplant, zucchini, okra, watermelon, and, bell-peppers.
- ✓ I am committed to being a student of life. I'm constantly learning, reading and believe that in being open-minded life is its most fulfilling.
- ✓ My home is my sanctuary and the constant organization, rearrangement, and decoration brings me so much happiness.



## Why Be Well, Sis?

Brands approach Be Well, Sis not only because of the focused audience but also, for the level of attention to our partners and ability to create a truly unique brand experience.

Be Well, Sis



# Let's Create Something Meaningful Together!



## **Podcast**

We book 30-second pre-roll, and 60-second mid-roll ads with a link in the show notes. Only two sponsors are booked per episode. Each ad is read by me as an endorsement/ recommendation in a conversational matter. We love pairing our podcast ads with social media posts in a bi-weekly round up.

## **Social Media**

My social media platforms reflect the complexity of who I am as a person. We talk candidly about the struggles and triumphs of motherhood, womanhood, mental health, self-care, fitness, home renovations/decor, and more.

I love having the ability to create safe spaces online where like-minded women can connect on real issues. I take pride in thoughtful and thought-provoking content, a beautifully curated feed, edited photos, my writing, and a passion that brings it all together.

## **Sponsored Giveaway**

This is a great add-on to a social media endorsement and a beautiful way to engage with the audience.

## **Blog Endorsement**

Get your product featured on the blog!

This is a relevant article with a mention and a link to your product. All blog posts are pinned in Pinterest and are also shared with our newsletter subscribers.

## **Speaking Engagements**

Kindly email your event information and dates to [hello@thebewellsis.com](mailto:hello@thebewellsis.com) and we will get in touch with you shortly to start the conversation on speaking topics and booking your event.



Be Well, Sis

# How to Book

Let's Do This!

All sponsorships/partnerships are on a first-come, first-serve basis with organizations whose values align with ours. To get your product or service lined up for collaboration, please email [hello@thebewellsis.com](mailto:hello@thebewellsis.com) with some details as to what you envision for this partnership\*.

Kindly allow 72 hours for a response. Truly looking forward to teaming up with you to make magic happen!



# Be Well, Sis

Looking  
forward to  
working  
with you!



[www.bewellsis.com](http://www.bewellsis.com)



[hello@thebewellsis.com](mailto:hello@thebewellsis.com)

\*At this time, we are not accepting affiliate partnerships.