

MEDIA KIT 2020



janelle copeland



janellecopeland.com

HEY FRIEND!

i'm janelle copeland

I'm a momma to 3 amazing girls, a business strategist, dreamer, artist, multi-passionate entrepreneur, wife, oh; and I'm the founder of the Food Network Winning Bakery, The Cake Mamas!

As a leading figure in the Cake Industry, I have had the opportunity to mentor and teach hundreds of entrepreneurs and PUSH them to reach their goals and dreams of taking their business to the next level.

I made sure to put the most important information up front so you can decide fast if we would make a killer team.

However, if you dive deeper into the pages, you will find out even more info, enabling you to determine if we'll be the next dream team!

I can't wait to hear your vision, how you'd like to work together, and what I can do to help your DREAMS come true! I hope that we can support one another and work together to SERVE our communities in a bigger, more impactful way. Most of all, I thank you for thinking of me; so much so that you had to reach out. Now, let's get to business...





01. *The cake mamas*

Where do I begin...I started The Cake Mamas bakery back in 2009 with my husbands, Ex Wife! Yup, the mother of my 2 older daughters(Who does that right?!) Well one day, when we were discussing “potential” bakery plans, our three daughters ran over to us after playing outside, all out-of-breath and said, “Well if you’re both our MAMAS, and you’re both gonna make CAKES, then you should just name your bakery The Cake Mamas. And the rest is history...

Since then, The Cake Mamas have been through quite a lot! For starters, Fab and I decided we were better co-parents than business partners, so we parted (business) ways in 2012. Our family still remains #1!

We’ve been on a few Food Network Shows (and have WON), we’ve created over 250+ flavors, we’ve stayed innovative, created some amazing art, and have worked with some of the BIGGEST brands in the country!

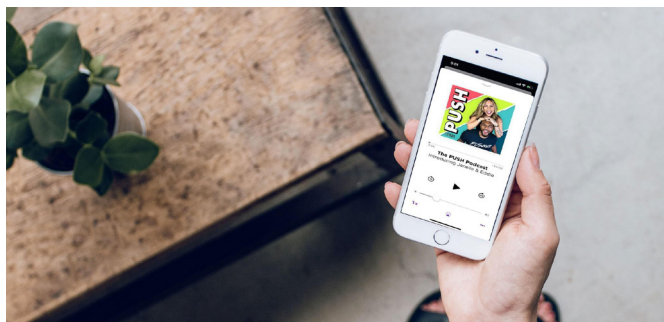


02. *passion to profit*

Back in 2017, I realized I wanted to **SERVE** my community and industry at a greater level. Members of the cake industry would constantly ask me, “How do I make my company as successful as yours?” “How do I grow my business?” “Why am I not seeing a profit?” As much as I love cake decorating and being apart of special events, a fire set within me and I knew I belonged in mentorship, education and teaching! Behold, Passion To Profit was born! Passion To Profit was created so that creative business owners, who aren’t marketers, who don’t know how to price properly or confidently sell their products, can still build a **PROFITABLE BUSINESS** they love!

In two years, Passion To Profit has served hundreds of students, thousands of cake industry members through our online Cake Cents Community and has transformed businesses by taking them from home front to storefront. Not only is Passion To Profit a game-changer for businesses but we also give you an a** kicking in personal development! We want **YOU** to **GROW** so you have the tools and **MINDSET** to take control of your life and your business!

From Passion To Profit, we have built a community of like-minded business owners who now have life-long connections, who support one another and **PUSH** one another to think **BIGGER** for their business and themselves.



03. the push podcast

With the success of The Cake Mamas and Passion To Profit, we found another niche in our community; our PUSHERS! Started in fall of 2019, My husband Eddie and I launched our very own Podcast, The Push Podcast! With over 200 five-star ratings and reviews, we were named New & Noteworthy in just the first few weeks the podcast launched.

Why PUSH? Because a NUDGE, is just too friendly! And we're here to help our followers get their SH*T together! We push them to do hard, scary things; to take responsibility for the unwanted challenges in life and most importantly, to PUSH them out of their comfort zone.

SOCIAL STATS!

Janelle carries a strong social media presence with her multiple platforms. With her, “but did you die” outlook on life, she has grown a following of devoted fans, followers and friends. She is proud to be able to share her life as a mother to a blended family, entrepreneur, and a voice for female empowerment!

Running multiple businesses takes a consistent posting schedule, brand and voice, all which Janelle takes great pride in.

instagram

THE CAKE MAMAS

62.1K +

Average Posts Per Day: 6
Average Story Views: 2,000

CAKE CENTS

2,800K +

Average Posts Per Day: 1
Average Story Views: 500

JANELLE COPELAND

5.3K +

Average Posts Per Day: 1
Average Story Views: 800

facebook

THE CAKE MAMAS

31.5K +

Page Likes: 31.2K

CAKE CENTS

8.1K +

JANELLE COPELAND

3K +

pinterest

THE CAKE MAMAS

200K

Monthly Viewers
Average Pins Per Day: 5

JANELLE COPELAND

33K

Monthly Viewers
Average Pins Per Day: 5

WHO FOLLOWS *janelle*?



Women, 25-54, USA

Janelle's audience is 93% female, with the majority between the ages of 25-54. They seek being empowered and they love Janelle's "keep it real" attitude.

This is Who I am

IF THIS SOUNDS LIKE YOU, WE'RE A PERFECT FIT!

- Voice For Female Empowerment
- Thirst For Knowledge
- I'm Crafty AF
- HUGE advocate for Health & Wellness
- Family Comes First
- Huge Supporter Of Local Business
- Inspired By Others
- Obsessed with Beyonce
- Straight Hustler
- Will Always Keep It Real
- The saying "But did you die" has become a staple for how I live life
- Also the saying, "Closed Mouths Don't Get Fed" has been designated as MY saying from my employees & students
- Confident
- Multi-Tasker
- Food, Food, and more Food
- My Faith Keeps Me Grounded
- Gratitude Above Anything
- Go-Getter
- Always on the GO
- Helping others achieve their dreams and goals. There's enough room for everyone in the entrepreneurial world!

LET'S TEAM UP!



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HOW TO BOOK

Thank You So Much! Let's Collab!

All sponsorships and collaborations are on a first come, first serve basis. To submit your product or service for a possible collaboration, please email: (LANDING PAGE) and include your name, company/brand name, website, social accounts (if any) and what you have in mind for the sponsorship.

Please allow 5-7 business days for a reply. I'm excited for the opportunity to team up and make magic happen!

AS SEEN IN:



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