

NICOLE AVERY

BLOGGER | WRITER | SPEAKER

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ABOUT NICOLE



Over the last ten years Nicole has grown Planning With Kids from being one of Australia's leading parenting blogs, to a successful online business with diverse revenue streams.

Nicole has achieved this while looking after her family of five children, now aged from 10 - 20 years old. Her philosophy is to streamline the known repetitive tasks of family life, so you can then better manage the unpredictable but inevitable elements of family life and still find space to enjoy it. The book Planning With Kids where she shares this philosophy was published in 2011 by Wright Books (Wiley).

Nicole is an avid runner, completing six marathons and has a keen interest in eating well to fuel her exercise and active lifestyle.

AREAS OF EXPERTISE

FEEDING THE FAMILY
FAMILY ORGANISATION
PERSONAL ORGANISATION

PRODUCTIVITY
BLOGGING / WORKING ONLINE
GOAL SETTING & HABIT FORMATION



CONTENT CREATION

Nicole can not only write on her areas of expertise but also on other topics to suit the needs of your business. Nicole can assist your content creation in a number of ways including:

- Blog posts - including SEO considerations
- Engaging email newsletter campaigns
- Social media posts
- Creating a content calendar and plan

WHAT OTHERS SAY

"We have worked with Nicole in many capacities over the years and she is hands down one of the most savvy and professional when it comes to social media, brand relationships, and the blogging industry. She would always deliver excellent results in a timely manner, with great insights into trends and consumer engagement. We would highly recommend her for any social media and digital and consulting work."

Mandy Griffiths - in her role as National Content Lead at Porter Novelli



FREELANCE WRITING EXAMPLES

ecostore

 realestate.com.au

 **Essential Kids**

 **PROBLOGGER**

Click on brand logos to see published freelance writing examples.

WHAT OTHERS SAY

"It's rare to find someone who is both an innovative thinker and a perfect planner, but Nicole nails it every time. Nicole just 'gets' females online and she delivers unique, motivational and educational content in a very accessible way. It's always a pleasure working with Nicole and I look forward to continuing our fruitful, easy relationship for many years."

Bronwyn Mandile - in her role as Editor of Campaigns at Kidspot - News Life Media

