

## BREATHEDREAMGO CONSULTING

### ***Do you want to stand out online?***

Through Breathedreamgo Consulting, I offer writing, blogging, social media and travel services. Please read on to find out how I can help you and/or your organization.



### **Writing / Blogging**

My expertise as a writer spans journalism, feature writing, blogging and copywriting. I have a BA in Journalism and more than 20 years' experience as a communications professional under my belt. I have written entire websites for banks and mobile phone companies; travel brochures, websites and more travel blogs than you can count; health and financial e-newsletters; magazine and newspaper features; and much more.

I have the expertise to tell your story in a clear, compelling and concise manner; and the experience to ensure it is accurate, timely and in line with your communication objectives.

### **Social Media Strategy**



The art of social media is relationship and engagement. Through my award-winning Breathedreamgo platform I reach upwards of 100,000 people every month — via my blog, Twitter, Facebook, Google+, YouTube and more. I have created a growing community of people interested in travel, India, yoga, culture and spirituality. And long before the rise of social media, I worked for 10 years in public relations and marketing communications. My social media understanding is built on a solid background of public relations and communications principles and strategies. I can help you create community, engage your audience and build your profile online.

***“Mariellen was instrumental in our ability to raise our twitter profile with targeted followers. Her on line coverage of our initiatives also enhanced our profile among like minded journalists and consumers. I find her editorial commentary to be fresh, informative and always engaging. I look forward to working with Mariellen Ward on future projects.” – Melanie Coates, Fairmont Hotels & Resorts***

As well as writing, blogging and social media expertise, I am actively involved in the global travel blogging community. I co-founded the bloggers' group, the Toronto Travel Massive, and I'm a founding member of the Professional Travel Bloggers Association. I can help connect you with the world's most popular and credible travel bloggers.

## Travel in India

India is a daunting travel destination, even to seasoned travelers. I can tell you from personal experience, there is a steep learning curve to being in India! Add in culture shock and the sheer size and diversity of the subcontinent and, oh boy. Most people need some help to travel well in India; I'm the first to admit that a little hand-holding goes a long way.

### ***India Tourism calls Mariellen Ward, "India's best ambassador."***

I've traveled for more than 14 months, solo, in India — from Dharamsala in the north to the southern tip of the subcontinent; from Mumbai in the west to Darjeeling and Sikkim in the north-east. I've lived with an Indian family in Delhi, studied yoga at an ashram near Rishikesh and volunteered to work with Tibetan refugee children. I've traveled by plane, train, car, motorcycle, bicycle, autorickshaw, bus, camel and elephant.

***I've learned how to get around in India — and I can help you have a smoother trip and a fuller experience by:***

- creating a custom itinerary, based on your interests, preferences, travel style
- advising you on how to prepare, including suggested alternative medicines
- giving you tips on how to travel safely and avoid getting sick
- teaching you the basics of what you need to know including: what to pack and wear; what to eat and drink (and avoid!); how to negotiate with drivers and much more
- being a source of inspiration, help, guidance before and during your trip
- providing you with tips for getting off the beaten path and finding “hidden gems”
- suggesting pertinent guide books, online sites and other resources
- offering recommendations for reputable and affordable accommodation
- teaching you how to buy train and plane tickets
- filling you in on what you need to know about customs, etiquette and rituals

***“Mariellen's knowledge of India is vast. After listening to my dreams about India, she offered practical advice on my itinerary and on how I moved and experienced this incredible country. Her passion for the culture and understanding of the challenges that westerners face within it are extremely helpful.” – Janice Waugh, founder, Solo Traveler***

## Business in India

Do you have an interest in India? Perhaps you would like to travel there. Or do business. Or maybe you're interested in the modern culture of India. I have spent the last six years immersing myself in the culture of India. I have studied yoga, traveled extensively, read many books, done business in India and lived with an Indian family in Delhi. Whatever your interests or needs, I can help.

## Speaking engagements

Over the past six years, I've traveled extensively in India, solo, and developed cultural knowledge and insight about India; learned a lot about long-term travel, travel writing and travel blogging. I'm happy to speak to your group or conference about:

- **The reality of travel in India: Stories from the road**
- **How to do business in India: What you must know before you go**
- **How to get ready to visit India**

In the last three years, since launching Breathedreamgo.com, I have attracted a strong readership, created an extensive social media platform, built an online community and created a profile for myself online as an India travel expertise. I'm happy to speak to your group or conference about:

- **Building a niche online**
- **Successful social media strategies**
- **The truth about travel blogging; and how travel writing differs from blogging**

## Fully personalized service

You will get only what you need, what you ask for. Initial consultation (first phone call or email) is free; and thereafter I charge an hourly rate or project fee to answer your questions, and help you in whatever way suits your needs and your budget. If your budget permits, I may even travel with you and help you get your "India legs."

*"Mariellen is a true life saver and a very informed champion and cognoscenti of Indian travel and culture. If you have any interest in the sub-continent, she is the woman to know. Not only pleasant to work with, but knows her way around the sites and sounds of India, and the local implications of getting there. A sherpa in the highest regard." – Sean Moffit, author, Wikibrands*

## To contact Mariellen Ward

Please visit the ABOUT MARIELLEN and ABOUT BREATHEDREAMGO pages on Breathedreamgo.com to view my complete portfolio (including media coverage, press trips and speaking engagements) and to find out more. Or contact me via:

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