

# ABBIE STASIOR



**MEDIA KIT**  
**2022**



# hey y'all, I'm Abbie...

## HEALTH & LIFE COACH

Hi y'all! I'm Abbie Stasior, a Columbia University graduate student, soon to be Registered Dietitian Nutritionist, and founder of Be About Being Better!

At my company, we show people a diet-free, sustainable healthy lifestyle is possible! By optimizing their healthy habits and ditching the diet mentality, our clients use health as leverage to feel their best, so that they can show up better in other areas of their life in order to make an impact.

I'm a published researcher, with my most notable media features in The Medium, Thrive Global, and LadyBoss Blogger, as well as a featured guest on many podcasts. If you have big dreams in this world but your health is holding you back – You've come to the right place!

as seen in THRIVE  GLOBAL



Medium



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FOR WOMEN'S DEVELOPMENT

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



## STORY OF BE ABOUT BEING BETTER

I founded Be About Being Better four years ago after interning at a primary care office and realizing the health industry is not focused on proactive health. *Managing* chronic conditions wasn't aligning for me. I wanted to **PREVENT** chronic health conditions from happening in the first place!

Be About Being Better is a health and life coaching company where we help busy people make evidence-based, small changes that compound to life changing, long-term results! While we're happy to say that our clients can see physical changes, after working with us, their worth is no longer tied to the number on a scale. At Be About Being Better we know you can't make lasting and meaningful change single-handedly, which is why you're always surrounded by people that will cheer you on, and coaches who lead with transparency in an effort to support you, and earn your trust. We know that a science-based education, a positive community, and a belief that everyone can be healthy, leads to a quality life!

## SOCIAL MEDIA STATISTICS

14.1K

INSTAGRAM  
FOLLOWERS



750K  
IMPRESSIONS

36K

TIKTOK  
FOLLOWERS



1.1K  
PRIVATE  
GROUP

10K

EMAIL  
SUBSCRIBERS



28K MONTHLY  
VIEWS



4,000  
FRIENDS

**FOR BOOKINGS/PR CONTACT:**  
[support@beaboutbeingbetter.com](mailto:support@beaboutbeingbetter.com)



# Seeking Media Opportunities:

- Podcasts
- Speaking Gigs
- TV Interviews/Talk Shows
- Magazine Covers/Spreads
- Blog Features



## Signature Talks:

### How to...

- Stop Dieting & Start Intuitively Eating
- Understand Sustainable & Science-based Healthy Living
- Prioritize Self-Care
- Develop Consistent Routines
- Optimize Hormones & Period Health
- Be Healthy in Social Settings

## Testimonials:

*"Abbie was a Speaker at my 'She Rises in the Media' Online Conference in July 2020 and I can truly say that she shined brightly in our Conference. I totally recommend hiring Abbie, as you'll completely love working with her."*

*-Queen Chioma Nworgu*



# Let's team up!

## SOME FUN FACTS ABOUT ME...

- MY RED HAIR IS NATURAL
- I TRAINED IN CLASSICAL BALLET FOR 14 YEARS, WENT TO COLLEGE FOR DANCE, & THEN SWITCHED MY MAJOR TO NEUROSCIENCE
- I HATE PIZZA (I PREFER TO EAT FOODS WITH A FORK & KNIFE)
- I LOVE TO PLAY GOLF AND CAN DRIVE 180 YARDS
- I WILL TRY *ANYTHING* MATCHA OR CHAI
- I'M AN OVERACHIEVER EVERY DAY OF THE WEEK
- MY MOOD IS AS GOOD AS MY HAIR LOOKS THAT DAY
- I HAVE DANCE PARTIES TO RE-ENERGIZE IN BETWEEN ZOOM CALLS
- I START EACH DAY CONNECTING WITH MY FAITH THROUGH DEVOTIONALS
- ALSO JOURNALING EACH MORNING IS A NON-NEGOTIABLE FOR ME
- I THINK THIN MINTS ARE THE SUPERIOR GIRL SCOUT COOKIE (FACT NOT DEBATE)
- I LOVE MAKING PEOPLE LAUGH
- I BELIEVE THAT OUR POWER IS IN "THE PAUSE" (NOT JUST IN SALES BUT IN LIFE, WE NEED TO TAKE MORE BREAKS TO BE SUCCESSFUL)





# How To Book

## LET'S DO THIS!

All events and collaborations are scheduled on a first come, first serve basis.

To collaborate, please email [support@beaboutbeingbetter.com](mailto:support@beaboutbeingbetter.com) and include the opportunity, your website, and what you envision for the collaboration!

Please allow 5-7 business days for a reply. I'm so excited to team up with you and work together!



[@ABBIE.STASIOR](https://www.instagram.com/abbie_stasior)



[@ABBIE.STASIOR](https://www.tiktok.com/@abbie_stasior)



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