



*Taryn Stein*

Trained Dietitian  
& Content Creator

MEDIA KIT

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# Trusted Resource

MINDSHIFTME.COM

Are you in search of high-quality nutrition content that combines scientific expertise with engaging writing? Look no further!

I am a Dietitian writer & content creator, dedicated to providing you with well-researched, informative, and captivating content that will educate and inspire your readers.



As a registered dietitian,  
I have a deep  
understanding of the  
intricacies of nutrition  
and its impact on overall  
health.

I specialize in translating  
complex scientific  
concepts into clear and  
accessible language,  
ensuring that your  
audience can easily  
comprehend and apply  
the information.



Whether you need blog posts, articles, e-books, social media content, or creating delicious and nutritious recipes, I can craft compelling pieces tailored to your target audience's needs.

From debunking nutrition myths to providing practical tips for healthy eating, my work is backed by the latest research and designed to empower your readers to make informed choices about their diet and well-being.

# Hi, I'm Taryn!

REGISTERED DIETITIAN

Taryn Stein, RD, trained and worked as a dietitian in both the UK and South Africa, practicing as a clinical dietitian for the NHS, until moving into private practice in London Mayfair. In later years, Taryn worked for a global health company in their research & development team, focusing on health content creation, corporate wellness and behavioural science in healthcare communication.

Taryn is also a certified Life Coach with the American Life Coach Academy and completed a Behavioural Economics in Healthcare course from Penn University.

Taryn has a passion for simplifying scientific nutrition concepts to inspire consumers into healthy action.



SIGNATURE TOPICS

Nutrition trends & tips

Mindful Eating & Stress

Wellness and Self-care

Women's Health

Health over 40

Workplace Wellness

## WHY CHOOSE A DIETITIAN CONTENT CREATOR?

### *Expertise*

With a background in nutrition and dietetics, I bring a wealth of knowledge and credibility to my writing. Your audience can trust the information they receive, knowing it is grounded in scientific evidence and professional expertise.

### *Engagement*

I understand the power of storytelling and know how to captivate readers with engaging narratives, real-life examples, and relatable experiences. By blending science with storytelling, I ensure that your content resonates with your audience and keeps them coming back for more.

### *Versatility*

Whether your audience consists of health-conscious individuals, athletes, parents, or individuals with specific dietary needs, I can tailor my writing to their unique interests and concerns. I adapt my style and tone to suit your brand and audience preferences, ensuring maximum impact and relevance.

### *Reliability*

With my freelance setup, I offer flexibility and a quick turnaround time, ensuring that your content is delivered on schedule without compromising on quality. You can count on my professionalism and commitment to meeting your expectations.





## SAMPLE TOPICS

- ✓ Flexitarianism: Embracing a Flexible Approach to Healthy Eating and Sustainability
- ✓ 7 Probiotic Foods to Improve your Gut Health (according to a dietitian)
- ✓ 9 Protein-packed breakfast ideas to keep you fuller for longer (plus recipes!)
- ✓ The Power of Seasonality: Embracing Locally Sourced Foods for Flavor, Nutrition, and Sustainability
- ✓ Intermittent Fasting Unveiled: Exploring the Pros and Cons for women over 40.

## How Can I help?



Blogs & articles  
(Digital/Print)



Social Media  
Posts



Newsletters &  
E-books



Recipe  
Development



Speaker &  
Cooking Demos



Podcast & Radio  
Interviews

## FOCUS: MENOPAUSE SHIFT IN THE MEDIA

Women over 45, are "**super consumers**", holding **\$15 trillion in spending power** and control **95 percent** of the household purchasing decisions.

There is clearly a big media appetite for menopause coverage right now. Health media outlets that ignore this invigorated attention to menopause will miss out on the opportunity to support these influential women and garner more views and clicks.

As a dietitian who specializes in supporting women in midlife with their health needs, I can help you reach this incredibly lucrative group of women and establish your brand as a thought-leader in this space through content writing.





## WHO I WORK WITH

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I work with health, lifestyle and wellness media outlets and brands, community groups, local and international news outlets, and food brands.

I also work with corporates to enhance their wellness offering and support employee health.

## WHAT YOU CAN EXPECT

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Science-backed content that is easily digestible and actionable. The content will not simply explain why something is, but how to practically apply it to the readers own lives.

Timeliness & professionalism, delivering agreed quality content on schedule.



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Taryn

## GET IN TOUCH

Elevate your nutrition content with the expertise of a Dietitian writer & content creator. Together, we can educate, inspire, and empower your audience to make positive changes in their lives.

Contact me today to discuss how I can contribute to your publication, brand or platform. Let's create impactful nutrition content that leaves a lasting impression!