

A L E N A



Alena Turley

Mentor, Creator, Podcaster, Presenter

Bio

Alena's membership and mentor services help women finally heal depletion and make moves towards becoming the changemakers they dream of becoming whilst showing up as the best mum possible. She is an award-winning educator, podcaster and holistic health mentor with over 30 years of experience. Her pioneering parenting and conscious living blog, the Soul Mama Hub, began in 2009.

For the past several years she has been a member of the UK Ethical Influencers Network, an expert panellist for the Australian Clean & Conscious Awards and in the past year her podcast, Unboxable, has grown to be highly rated on International charts. Alena has built communities of mothers online in the tens of thousands across Bath, England and the Northern Beaches of Sydney Australia, where she now lives with her three children, one husband, and one pooch.

+20,000
Reach

+3,500
Podcast Downloads

2009
Creating Since

OFFERS

- [Monthly Membership](#)
- Public speaker | Media advocate
- [Podcast host](#) | [Mentor & Facilitator](#)
- Content creator | Ethical influencer
- Community Builder

CONTACT

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Soul Mama Hub

BLOG, SINCE 2009

Soulful Parenting +
Conscious Living

with Alena Turley

Who is a 'Soul Mama'

My personal definition of a Soul Mama :: She is a woman looking to thrive, live consciously and nurture her family with informed and intuitive choices, ones that are good for the planet and good for her and her loved ones. She knows that being considered and looking after herself well (and yet not being too serious) allows her to feel freer and be more present with her kids. She loves to travel and try new simple and healthy wholefood recipes, use natural products in the home and on her body.

About the Blog :: Soul Mama is a pioneering ethical lifestyle blog that is eco-friendly, globally focused and spiritually sound. It arose out of a passion for community, soulful parenting, family travel and soulful family life. Food, travel, lifestyle choices and deep reflections on conscious parenting all contribute to the Soul Mama vibe.

I create and present a combination of original and carefully sourced images and all original written content offering tips and tricks, travel information for families, simple and original recipes, and easy yet thoughtful and evidence-based solutions to common parenting quandries.

TOPICS

- Matrescence and motherhood
- Conscious travel
- DIY / Low Tox Home /
- Composting / Fermenting
- Recipes for healthy family food
- Soulful parenting

GET INVOLVED

📷 www.instagram.com/soulmamahub

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Social Proof

My articles have been featured on several websites and also in print magazines over the past several years and I am loving being an influencer and collaborator since returning to work mid-2018.

- Interviewed by global influencer Cara Parrish on the Crowdfire Podcast.
- Featured in article on **KidSpot.com.au**
- Guest on **Mums with Hustle** Podcast with Tracy Harris
- Original articles on Medium.
- Featured in **Natural Parenting Magazine**
- Member of UK-based Ethical Influencers Network.
- Guest on Australia's National **SBS TV** program, Insight
- More MEDIA and PODCAST APPEARANCES can be seen here.

Vital Stats

~9.5K followers on Instagram.

1.2k Avg Monthly Views on Pinterest

2025+ Facebook

1557+ Twitter

80% female audience between 18 and 54 (most between 25 and 45)

Audience is mainly Australia / UK / US / (+ Worldwide)

Further information about my skills and experience can be found on
[LinkedIn](#)

COMPONENTS

- Interviews with thought leaders
- Sharing personal reflections
- Conscious living information and tips
- Soulful parenting mentorship
- Holistic wellbeing

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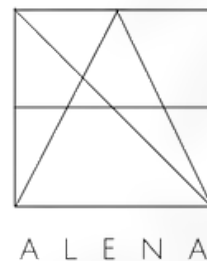


Unboxable

PODCAST

Soulful Inspiration for Mothers with Big Dreams

with Alena Turley



The Concept

Women need not suffer in silence as motherhood overtakes their health, their sense of purpose, their income, their place in society. Matrescence is the largest multi-system transformation humans can experience. With the pressures of socio-cultural expectations on top of all the physical changes, it's little wonder so many women lose themselves through motherhood.

But what if we see it as a chance to heal? The Unboxable Podcast is an opportunity to remember that our entire human experience is linked to the way we are mothered. It also informs the way we take our place as planetary custodians under the expert guidance of first nations peoples globally. This is why healing postnatal depletion and caring for mothers differently is a *future-changing move*.

The Unboxable Podcast seeks to listen, learn and expand our understanding of how we can better care for our carers at a social, cultural and spiritual level with a mix of personal reflections from host Alena Turley, as well as free-flowing interviews with guests from a wide range of industries, places and spaces.

TOPICS

- Interviews with thought leaders Sharing personal reflections
- Conscious living information and tips
- Soulful parenting mentorship
- Holistic wellbeing
- Inspiring conversations

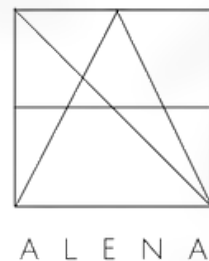
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[Find the Podcast Website Here](#)



Membership

VIP COMMUNITY

Soulful Parenting and
Holistic Wellbeing for
Depleted Mums

The Program

Give me an hour a week and I'll give you back your sanity.

The **Soul Mama Monly Membership** is designed to take you from over-extended and rundown to experiencing more calm thoughts, feeling good in your skin and having more moments of happy connection and playfulness.

You Receive:

- One session per week for four weeks
- Key health and mindfulness practices
- Guidance and accountability
- Small group plus laser coaching
- Lifetime access to replays
- Community connection
- BONUS: 60 days access to our signature program, the Lionlife Roadmap ☆
- VIP upgrade available (for 4 participants only)

*Numbers are capped at 10 to ensure a quality experience for all.

COMPONENTS

- Proven community + coaching model
- Upgrade to 1:1 sessions (only 4 available)
- Evidence-based mindfulness, health and personal development training

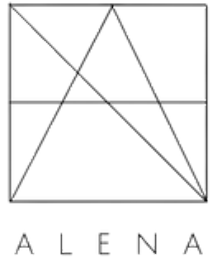
GET IN TOUCH

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Influencer Packages

STARTER

- Original content creation
- Brand to provide product
- One Post on Soul Mama Instagram and Facebook

\$95

MEDIUM

- Original content creation
- Brand provides product
- One Post and Story on Instagram and Facebook
- Blog Feature, linked to brand website, with original article pinned to home page for one month

\$195

LARGE

- Original stills. copy and video content creation
- Brand provides product
- Posts, Reels and Story on Instagram and Facebook
- Blog Feature with original feature article pinned to home page for one month
- Option to be interviewed on the podcast

\$255

+Add Sydney local (Northern Beaches)
exclusive email newsletter feature
to 500 families, high average open rate.
\$75