



# ALENA TURLEY

Keynote Speaker, Facilitator, Creator

**Bio** — An award-winning educator, Hapkido Black Belt, podcaster, and holistic wellbeing practitioner with over 30 years of experience, her pioneering conscious living blog, the Soul Mama Hub, began in 2009.

Alena's monthly program and facilitator services help women finally heal from self-doubt, shrink the mental load, and become the changemakers they dream of becoming whilst still showing up as the best mums (and humans) possible.

An award-winning educator, Hapkido Black Belt, podcaster, and holistic wellbeing practitioner with over 30 years of experience, her pioneering conscious living blog, the Soul Mama Hub, began in 2009. Alena's monthly program and facilitator services help women finally heal from self-doubt, shrink the mental load, and become the changemakers they dream of becoming whilst still showing up as the best mums and humans possible.

**FEATURED ON / TRUSTED BY** — SBS Television (Insight), Kidspot.com, Natural Parenting Magazine, The Australian, The Bravery, Kyup Project, and more.

**+22,000**  
Reach

**+10,500**  
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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# media in pictures







# UNBOXABLE

## PODCAST

### The Concept

Women need not 'suffer in silence' as the demands of modern womanhood dominate their health, their sense of purpose, their income, and their place in society. Matrescence is the largest multi-system transformation humans can experience. With the pressures of socio-cultural expectations layered across all the personal shifts, it's little wonder so many women lose themselves through motherhood or the changing seasons of womanhood.

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. It's re-empowerment for women ready to take up space and become visible.

### TOPICS

- Interviews with thought leaders sharing personal reflections
- Conscious living — information and tips
- Soulful parenting
- Holistic wellbeing
- Inspiring conversations, trauma recovery

### GET INVOLVED

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[Find the Podcast Website Here](#)



# The BIG CHANGE PLAYBOOK (working title)

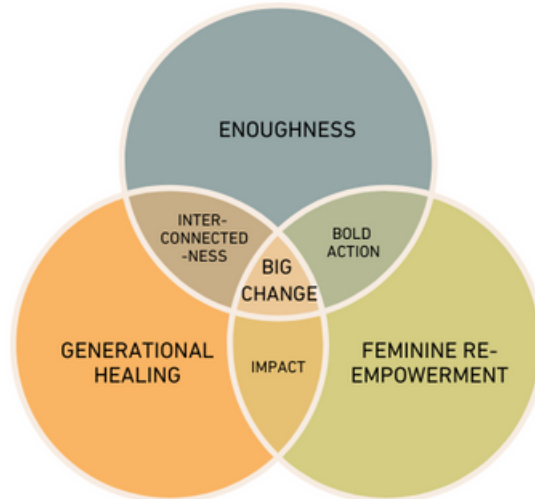
The often misunderstood link between women's personal empowerment and global regeneration.

## Preliminary Book Concept (evolving in light of further research)

How our communal passion for big change is driving a swathe of new movements worldwide – why we need it, and how to harness it in daily life.

And, how small choices stacked together, make big change for good.

## VENN DIAGRAM OF BIG CHANGE



- ENOUGHNESS**  
Holistic well-being and a 'feel-good' baseline rely on the knowledge that who we are is always enough. Perfection is an unrequired myth that, once eliminated, allows the pursuit of bigger visions for humanity. Climate-friendly choices and caring about what happens to others arise from positivity..
- GENERATIONAL HEALING**  
The challenges faced by previous generations and the compelling nature of concern for future generations are the golden keys to greater personal, social, and planetary health. They are encoded in our cells waiting to be understood.
- FEMININE RE-EMPOWERMENT**  
Women hold special magic and are being called all over the world to step into their power and embody it. Sharing your special magic with the world is your mission, your biggest work, and ultimately your legacy.

## COMPONENTS

- Exploring of the power of self-compassion
- Community and collaboration as keys
- Research into first-nations, indigenous and Aboriginal cultural practices around womanhood

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soul  
mama  
hub



# SOUL MAMA PROGRAM + VIP COMMUNITY

Personal Re-Empowerment  
through Soulful Parenting +  
Holistic Wellbeing

## The Program

**Give me an hour a week and I'll give you back your *sense of purpose*.**

The **Soul Mama VIP Program** is designed to take women from being over-extended and rundown to experiencing more calm thoughts, feeling good in their skin, and having more moments of happy connection and playfulness.

Participants Receive:

- Two live activation sessions per month
- Key health, empowerment and mindfulness practices
- Expert, world-class guest presenters
- Guidance and accountability
- Small group plus laser coaching
- Lifetime access to replays
- Community connection
- Access to the innovative proprietary LionLife Roadmap
- VIP upgrade available (for 4 participants only)

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

## COMPONENTS

- Proven community + mentorship model
- Upgrade to 1:1 sessions (limited spots)
- Evidence-based mindfulness, health and personal development training

## GET IN TOUCH

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# SOUL MAMA HUB

BLOG, SINCE 2009

Soulful Parenting +  
Conscious Living

with Alena Turley

## Social Proof

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

- Interviewed by global influencer Cara Parrish on the Crowdfire Podcast.
- Featured in article on on **KidSpot.com.au**
- Guest on **Mums with Hustle** Podcast with Tracy Harris
- Original articles on Medium and Substack.
- Featured in **Natural Parenting Magazine**
- Member of UK-based Ethical Influencers Network since 2016.
- Guest on Australia's National **SBS TV** program, Insight
- More MEDIA and PODCAST APPEARANCES can be seen here.

## Vital Stats

10K 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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## 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

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