

sophie cliff

media kit

2022



about sophie



Hi, I'm Sophie Cliff (aka The Joyful Coach), and I'm a coach and positive psychology practitioner who helps people live their most joyful lives, whatever that means to them. I am also the author of bestselling book, *Choose Joy*.

I offer 1:1 and group coaching, workplace wellbeing consulting and host and produce the Practical Positivity podcast. I have an MSc in Applied Positive Psychology & Coaching Psychology and am an active researcher in this field.

overview

19.3k
Instagram
followers

5-10k website
pageviews per
month

500k total
podcast
downloads

practical positivity podcast



Total number of
downloads -
500k

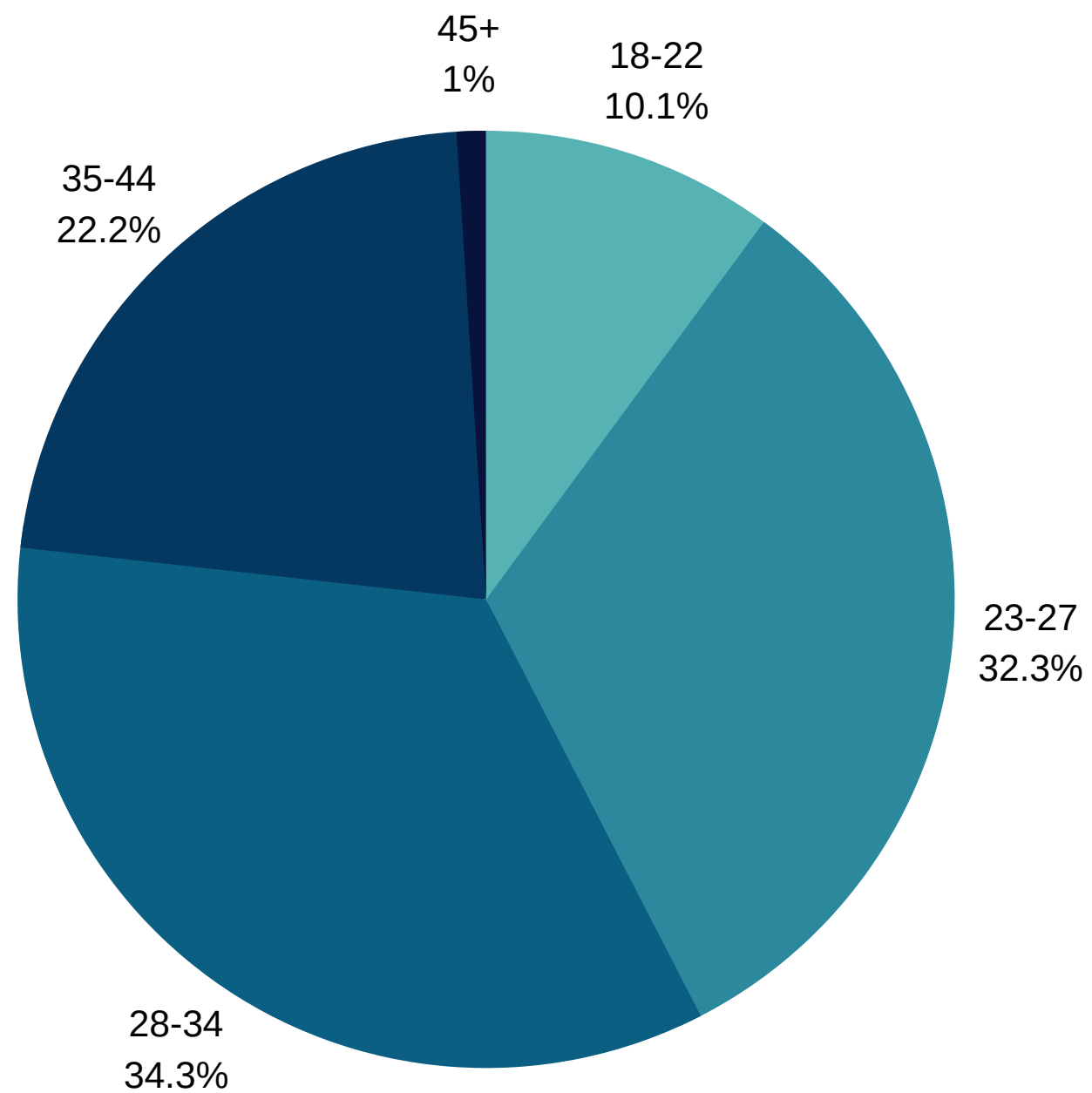
Average
downloads per
episode - 2.5

Featured in
iTunes new &
noteworthy
section

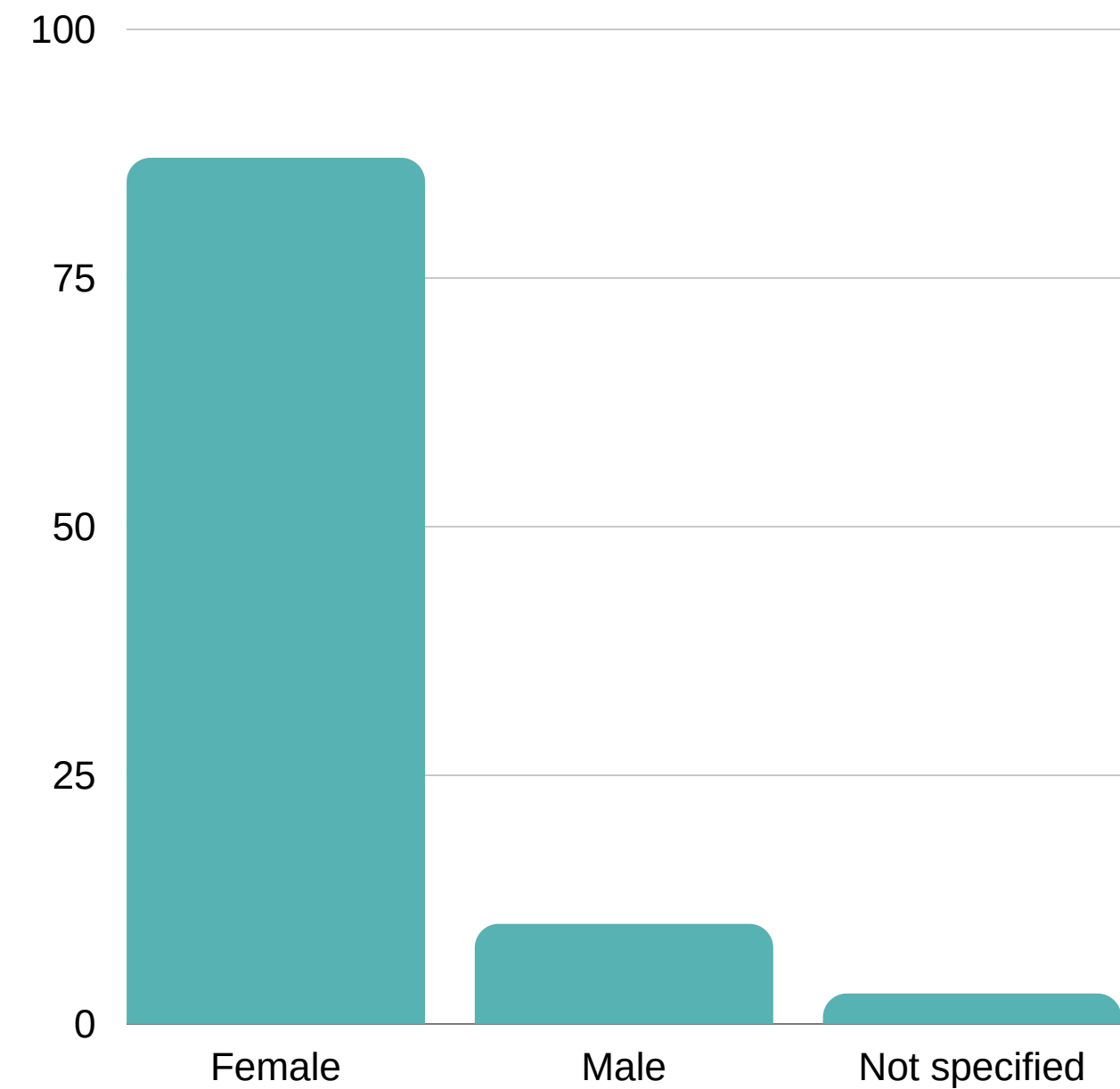
Over 200 5*
reviews

practical positivity podcast

audience age breakdown



audience gender breakdown



previous brand partnerships



the joyful coach x method



sophiecliff AD January - it can be a hard month, can't it? It feels especially so this year, but there are still things we can do to find a little joy.

There are 3 failsafe things that put a pep in my step when I'm feeling blue - buying myself a bunch of flowers, slicking on my favourite bright lippy, and cleaning the house from top to bottom with @method_uk's wild rhubarb anti-bac spray which smells amazing!

I've been relying on all 3 to get me through this month, along with plenty of self-care and a big ol' dose of gratitude. Over on @method_uk's IGTV today I'm sharing even more tips to help you find a little bit of joy this month, so if you're craving a bit of positivity, head over there and check it out.

Where have you been finding joy recently?

#methodaddict #spreadjoynotgerms #ad



Instagram partnership as part of Method's #spreadjoynotgerms campaign, sharing content about how to find the joy in January

Included:

- sponsored IG post
- IGTV on Method's channel
- takeover of Method's IG stories sharing tips

the joyful coach x the nottingham

The screenshot displays a website page with a green header that reads "HOW TO FIND A JOB THAT FITS YOUR VALUES". Below this, a section titled "The Joyful Coach Values Workshop" features a photo of Sophie Cliff and text describing her as a coach, writer, and podcaster. A dark overlay on the right shows a podcast player for "Episode 116: Using your values to find a career that brings you joy" from "Practical Positivity", dated 11 Jan, 19 min. The player includes a play button and a description of the episode's content. A small graphic for "practical positivity" with Sophie Cliff's photo is also visible.

Multimedia partnership promoting The Nottingham's career academy hub

Included:

- blog post and worksheet creation for The Nottingham's career academy hub
- sponsored episode on Practical Positivity

the joyful coach x caleno



Multimedia partnership for Caleno's summer #TheJoyofNotDrinking campaign

Included:

- sponsored IG collaboration with posts, takeovers and IG live
- 3 x sponsored episodes of Practical positivity
- workshop for Caleno's brand ambassadors

contact sophie

the joyful coach
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