



Rachael Morin

OF PLANNING WITH MAGGIE RAE

about me

Hi, I'm Rachael and I create content for people (specifically women) who want to stop being busy and start being productive. Between running 2 successful businesses and being a mom, I can say that I've definitely learned a trick or two.

From goal setting to bullet journaling, if it has to do with being your most productive self, I'm all over it.

about the blog

With Planning With Maggie Rae being just over 16 months old, I have covered topics spanning many aspects of productivity but I LOVE to teach and provide inspiration for bullet journaling. By providing creative content, how-tos and printables I build a solid foundation of trust and transparency with my readers.

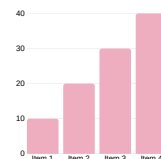
statistics



**17K+ views
monthly**



**11K+ unique
monthly
visitors**



**50k-60k in
pique times**



**Grew 250%
in 2019**

Audience Demographics

95% female and 5% male

40% between 25-34

21% between 35-44

60% American

7% Canadian

5% British



What they Like

Bullet Journaling

Supplies, tips, tricks, inspiration and ideas are all super well received!

Productivity Tools

From courses to eBooks and Printables, my audience loves to learn about how to make the most of their time in this busy world!

Top Posts

Bullet Journal Annual Set Ups

<https://planningwithmaggierae.com/2019-bullet-journal-set-up/>

Bullet Journaling Collections

<https://planningwithmaggierae.com/bullet-journal-collections-where-anything-goes/>

30.60.90- The action plan to hit your goals

<https://planningwithmaggierae.com/the-30-60-90>





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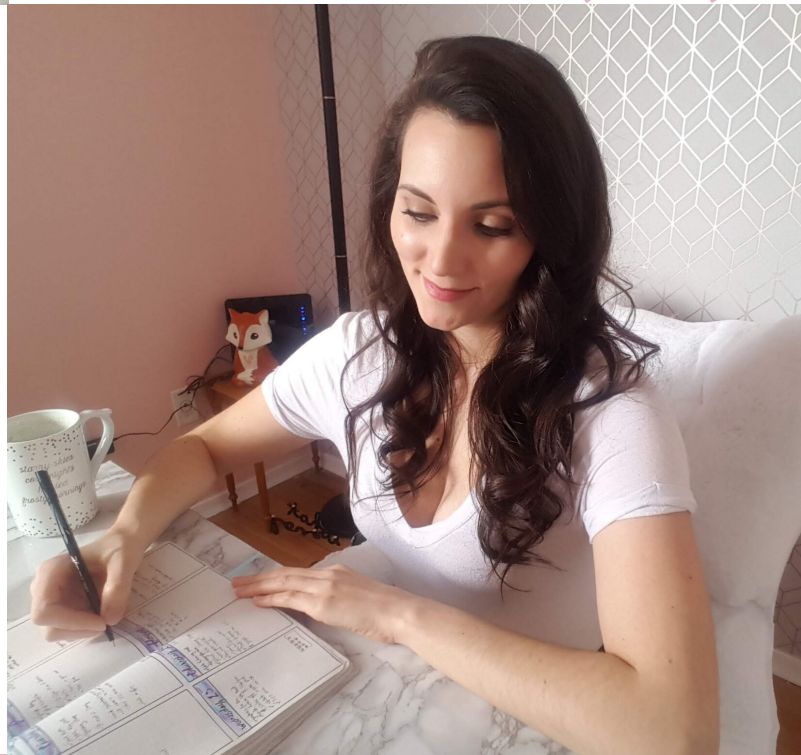
*the only time
you have is
the time you
make*

”

WHY I'M DIFFERENT

Coming from a successful marketing career where I was able to generate millions in revenue for national companies, I truly understand what it is to be a brand ambassador.

My mission for any brand I work with is to represent them in a way that builds trust and creates opportunity to speak to key demographics.



EMAIL MARKETING

Over 1,000 active subscribers

35% Open Rate
7% CTR

Top Performing Email Sequences
have open rates of 77% and CTRs of
25%!

SOCIAL MEDIA STATS



1.7 million monthly views
106K engaged audience members
3,000 followers



While I am new to Instagram I have
an average engagement rate of 16%

PLANNING

With Maggie Rae



RACHAEL

PRODUCTIVITY COACH & BLOGGER

Honours Degree in Environment and Business
Serial Entrepreneur
Bullet Journal Addict
Relentless Promoter
Candid Friend
Proud Mom



/2RACHAEL
MORIN



/2MAGGIE
RAE



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WITH
MAGGIERAE



/MAGGIE.
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RACHAEL@PLANNINGWITHMAGGIERAE.COM
LOOKING FORWARD TO HEARING FROM YOU!
