

Judy Davis aka The Direction Diva, is a sought after motivational speaker, podcast host, author and parenting authority with expertise in small business, military life, stress management and teen suicide prevention.

Judy is the founder of 3 distinct brands that provide programs and resources to organizations as well as military and civilian families.



An active duty military spouse and successful entrepreneur herself, Judy is an expert at providing action oriented solutions to individuals, businesses and families across the nation. She is known to reveal the unspoken truths on the issues and challenges families face helping them find direction.

Brands: DASIUM.net, MightyParenting.com and TheDirectionDiva.com,

Audience: Judy has a diverse and engaged audience filled with entrepreneurs, parents, teens, young adults and military families. (see page 2 for demographic details)

2018 MEDIA KIT



the
DIRECTION
Diva

Combined Social Media Reach: 40,527

As of Jan 1, 2018



31,130



3,838



2,183



1,105



397



1,874

Monthly Page Views: 38,893

Monthly Unique Visitors: 8,709

Past Brand Partners:



“One of Judy’s biggest contributions to our project has been connecting us with the military community... As a result of her guidance and efforts, we were able to more than double our recruiting rate...”

- Elizabeth Allen
University of Colorado, Denver

“Judy Davis has provided consulting and social media services for all 3 of my business ventures. What is of greatest value to me, is how she helped me identify my strengths, find my marketable services and expand my reach. The result being systems and programs that function smoothly and get results.

-Judy Malinowski MALLP

The Readers

The Direction Diva readers are primarily from the military, small business and parenting communities and interested in creating a better life for themselves and their families. They engage with information, products and services that support them in living a stress free and productive life.



Socially-Savvy

Readers are fully immersed in social media using technology to improve their daily lives. They are quick to share and engage and live a digital lifestyle.



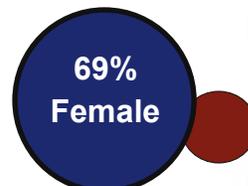
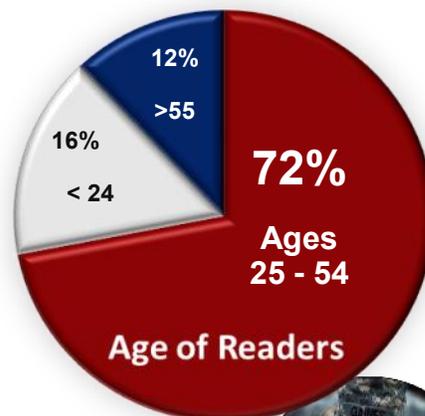
Brand Loyal

Our community has a high degree of brand loyalty and share freely about their experiences.



Patriotic

Love of country and high respect for our veterans and service members is characteristic of my readers. They are quick to frequent military affiliated businesses and those companies who support the military community.



Regular Features

- ★ Daily Social Media Posts/Engagement
- ★ Weekly Articles
- ★ Expert Interviews
- ★ Military Spouse & Small Business Events

The Direction Diva brand supports the military, small business and parenting communities in a variety of ways. Online and off I speak and write about topics that provide direction in business and personal life. Sample Topics include: Stress Relief, Small Business Tips, Growth Strategies, Life Balance, Handling Change and more.

Services

Motivational Speaker
 Social Media Campaigns
 Sponsored Posts
 Sidebar & Feature Ads
 Website/Event Sponsorship
 Brand Advocacy/Ambassadorship
 Military Lifestyle Consulting
 Social Media Consulting
 Small Business Coaching

Let's Work Together

A partnership with me allows you to connect with the military community and develop a lasting relationship with a loyal and engaged audience.

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