

# Mumbelievable

Confidence, honesty, empowerment and solidarity for mums



I'm Ursula Tavender. Like millions of women, I spin many plates. I set up my blog, **Mumbelievable.com** in July 2015 to help mums see and believe how incredible they are and create a place to share every aspect of motherhood without fear of being judged. I'm determined to encourage more mums to feel able to be no-holds-barred honest about what it really means to become a parent. The gorgeous and funny bits, the overwhelming bits, the 'I'm not cut out for this' bits.

I am available for brand representation, collaborative projects, consultancy work and bespoke written and video content opportunities. My vision is to unite mums with brands I believe in and have a personal connection with, and that I believe could help make mums' lives easier or better in some way.

I pour love and authenticity into Mumbelievable, so it's really important to me that any work of this nature is a great fit for us all: the brand, me, my audience and the blog itself. All views I express are entirely my own and I commit to giving 100% to the brands I feature and represent.

## Mumbelievable's reach and following

The community is steadily growing and comprises 59% women aged 25-34. The biggest traffic source to the blog is the Facebook community which currently has 10.5k fans. The blog consistently achieves 8-10k unique monthly visitors, although one post in July was viewed 23k times so this has begun to vary as the blog is becoming more established.

This image shows reach stats for one post from July 2016. My posts consistently achieve organic reach between 5k – 20k depending on post content and nature; however several posts in the past two months have achieved reach in excess of 40-50k. Last month one post was shared by the Huffington Post and reached 325k people via Facebook.

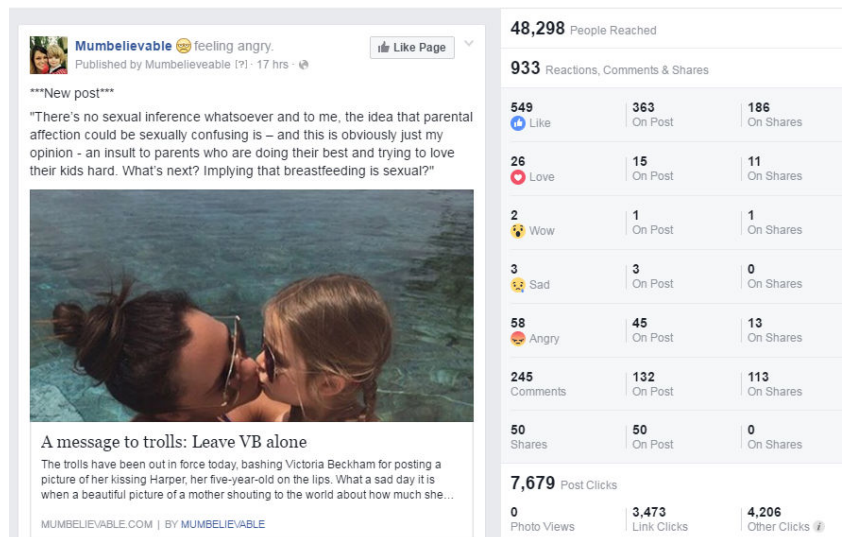
The Mumbelievable Twitter and Instagram pages are steadily growing but are very much in their infancy as I have focused primarily on Facebook until the past month. They currently have almost 700 and 350 followers respectively.

## The handles are:

<https://www.facebook.com/mumbelievable>  
(@mumbelievable)

<https://twitter.com/mumbelievableuk>  
(@mumbelievableuk)

<https://www.instagram.com/mumbelievableuk/> (@mumbelievableuk)



## What brands say about working with Mumbelievable

"The giveaway went really well for us too. We noticed several hundred additional likes on our Facebook page and sold a number of t-shirts. Thanks for running the giveaway. It's been great working with you!" **Alphabet Bags, August 2016** (T-shirt giveaway, shown left)

"Another brilliant vlog – thank you so much! Very natural and honest. If we have more opportunities in the future, I will definitely get in touch with you. It's been lovely working with you!" **You Naturally Powerful, July 2016** (Vlog reviews of chemical-free cleaning products)