

# HappyHealthyCaregiver.com

Caregiving Expert & Coach | Podcast | Speaking | Partnerships



Helping family caregivers  
integrate caregiving and  
self-care with life since 2015.

## MEDIA & SPEAKING KIT 2024



## ABOUT HAPPY HEALTHY CAREGIVER

Happy Healthy Caregiver, LLC (HHC) is a lifestyle website, podcast, community, and coaching business that helps family caregivers create time for self-care while juggling other pressing responsibilities. I created HHC because I craved a supportive community like this when my caregiver responsibilities elevated after my dad died in 2014.

We had no choice but to move my mom, with chronic comorbidities, and my older brother, Tom, with developmental disabilities, from Florida to Georgia. I felt stressed, overwhelmed, and isolated, and my mental and physical health was suffering. As a sandwich-generation working caregiver, the to-do lists were suffocating and never-ending. I shared this [in this national TV interview](#).

As I learned about caregiving and tried new self-care strategies, Happy Healthy Caregiver came to life. After nine years of creating content, HHC offers a vast library of resources to help family caregivers regain steadiness, confidence, and support.

The Happy Healthy Caregiver mission is to help caregivers worldwide become happier and healthier while caring for others. We can do hard things but don't need to do them alone.

## ABOUT ELIZABETH MILLER



- 8+ years of professional speaking; educating conference, corporate, and other event attendees on caregiving and self-care-related topics
- 20+ years in Corporate Information Technology and Business Transformation (resigned in 2021 to put full-time focus on HHC and help more caregivers)
- B.A. Journalism from Penn State University
- 10+ years of direct caregiving experience caring for mom, dad, mother-in-law, and other family members
- Support caregiver for older brother with a developmental disability since 2014
- Enjoys traveling, reading, and trying new things

## AWARDS & AFFILIATIONS



**CERTIFIED CAREGIVING CONSULTANT SINCE 2016**



**CERTIFIED SENIOR ADVISOR SINCE 2023**



**#2 CAREGIVER BLOG IN US**



**#7 CAREGIVER PODCAST**



**DAUGHTERHOOD CIRCLE LEADER**



**LEADER FOR ACAP COBB & CHEROKEE CHAPTER**



**WCN EXECUTIVE ADVISOR & PODCAST HOST**



**ALLY & CAREGIVER RETREAT PROGRAM GUIDE**



**METRO ATLANTA, GA CHAMPION**

## SPEAKING

Elizabeth has shared her expertise with employees at **Home Depot, John Deere, Quest Diagnostics, and eBay.** Her presentation with **SiriusXM** sparked a new employee resource group for family caregivers. She has also presented at **Area on Aging expos, ALS and Parkinson's Foundations, Faith Communities, Senior Living Communities,** and dozens of national and local caregiving conferences and summits. Elizabeth weaves personal caregiving stories into every presentation.



### **CHECK OUT ELIZABETH'S SPEAKER DEMO REEL**

#### **PROGRAM TOPICS**

- Self-Care Strategies for Working Family Caregivers
- Sharing the Care & Improving Family Dynamics
- Worry Warts: How to Take Action and Take Care of Business
- Micro Acts of Self-Care
- How to Rock Remote Caregiving
- Proactively Preparing for a Caregiving Crisis at Work
- Finding Joy in the Holidays While Caregiving

#### **SPEAKING REVIEWS**

"Elizabeth has a passion for helping family caregivers. She shared 'Self-care Strategies for Working Family Caregivers' as part of IBM's Neurodiversity Month celebration. Her caregiving story resonated with our attendees and her informative session shared practical suggestions for how our employees can seek and implement resources that may help their situation. I also appreciated how she offered a free caregiving coaching consultation for our attendees. I would welcome Elizabeth returning to IBM to share on other caregiving and self-care related topics."

– *Natalia Lyckowski, Neurodiversity@IBM Business Resource Group Leader*

"Elizabeth hosted an amazing Caregivers event at SiriusXM with our Women's Committee. She was energetic, helpful, and compassionate about the balance each one of us goes through trying to have a work/life balance while caregiving for loved ones. Elizabeth shared her own story and connected with many fellow coworkers who needed to hear her message. We are even launching a Caregivers Affinity group within SiriusXM as a result of great feedback and demand coming out of this event. I would highly recommend inviting Elizabeth into your workspace to connect with teams and help promote health and happiness to employees which will then create a smarter more organized workspace."

– *Bobbi Ann M. Carroll Vice President, Automotive Partnerships at SiriusXM*

## AUDIENCE INSIGHTS

6.5K MONTHLY WEBSITE PAGEVIEWS

3.2K UNIQUE MONTHLY VISITS

68% WOMEN | 60% AGES 25-54

INSTAGRAM



WOMEN



USA



AGES 25-54

FACEBOOK



WOMEN



USA



AGES 25-54

TIKTOK



WOMEN



USA



AGES 25-54

## SOCIAL INSIGHTS

TOTAL REACH 19.5K

AS OF JAN 2024



4.1K



3.3K



5.2K



3.9K



.4K



2.2K



.4K

click logos  
to follow  
on social

## EMAIL SUBSCRIBERS

3.2K EMAIL SUBSCRIBERS

NEWSLETTER PUBLISHES WEEKLY ON TUESDAY

Q4 2023: 24% OPEN RATE; 1.2% CLICK RATE

## MEDIA APPEARANCES



WKRN/LOCAL ON 2 IN NASHVILLE

"CAREGIVERS: DON'T MISS THESE HELPFUL TIPS"



KGUN /NATIONALLY DISTRIBUTED VIA SCRIPPS

"CARING FOR CAREGIVERS: WOMAN HELPS OTHERS NAVIGATE UNPAID FAMILY CARE"

Parade

PARADE MAGAZINE

"10 AMAZING RESOURCES FOR CAREGIVERS FROM SOMEONE WHO HAS BEEN THERE"



THE WASHINGTON POST

"THE DAUGHTERHOOD CIRCLE: WHERE FAMILY CAREGIVERS COME TOGETHER TO FIND COMMUNITY"



WOMAN'S DAY

"I FELT ISOLATED AS A CAREGIVER, UNTIL I MADE THIS ONE VOW"

Health

HEALTH.COM

"WHAT IS CAREGIVER BURNOUT—AND HOW CAN YOU PREVENT IT? HERE'S WHAT EXPERTS SAY"

## PARTNER COLLABORATIONS

### CONTENT SERVICES INCLUDE

- Podcast and email advertising
- Sponsored blog and social media posts
- Live events
- [Insert your idea here]

ACTIVE PARTNER LISTINGS CAN BE SEEN [HERE](#)

PREVIOUS AND CURRENT PARTNERS:



## THE PODCAST

The podcast is published bi-weekly on Wednesdays with Caregiver Spotlight guests ranging from everyday family caregivers to public figures like Leeza Gibbons, Teepa Snow, and Richard Lui.

Currently, there are over 170 episodes.

[Click here to experience the show.](#)

**4.9 STAR RATED**

**4.2K MONTHLY DOWNLOADS | 50K IN 2023**

**TODAY'S CAREGIVER MAGAZINE FRIENDLY 2023 AWARD WINNER**

**TOP 12 FEEDSPOT 5-STAR PODCAST SINCE 2019**

**WEGO HEALTH "BEST IN SHOW" AWARD**



"Elizabeth Miller is the best friend every caregiver needs! She provides upbeat and encouraging information on a variety of caregiving topics." - Ann



## THE JOURNAL

*Just for You, a Daily Self-care Journal* guides the writer on a journey of self-discovery while intentionally exploring the seasons of life 365 days a year. Each daily prompt encourages the writer to uncover creative self-care solutions and rediscover personal visions and desires.

[You can look inside the journal here.](#)



