

# Conquer Your Content

ZOE HYDE



*content & marketing solutions  
for the purpose fuelled business*

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## PORTFOLIO



## *Hi, I'm Zoe!*

I'm a passionate word whizz, published author of "Uncage the Lion Within", personal development fanatic, soon-to-be-wife, and mum to 2 fur babies, Tully and Oscar. When I'm not mashing my fingers against a keyboard, you'll find me in the gym, kicking back on the couch, or spending time with my loved ones.

I'm a hard-working, action taking, dream hungry Leo working from my home office in beautiful Gippsland, Victoria. But don't let my location fool you, I work 100% remotely and can provide content writing services to wherever you may be in Australia.

Over the years, I have evolved dramatically - from the quiet and shy over achiever, to the confident, loud, and vivacious woman I am today. This transformation has seen me serve hundreds of women and men through my businesses; from personal trainer and nutrition coach, to personal development author, speaker, and mentor. What developed from running my own successful body transformation studio was an obsession for human behaviour and understanding "why" we do what we do. While my roles have been diverse, they have all started with one thing - a spark and a passion to help others "get real" and show up authentically, both online and offline.

My love of writing didn't become apparent to me until I started blogging and creating content for my body transformation business in 2015. Since then, I have produced hundreds of blogs, seen my work featured in publications, written and published a book, and created hours of workbooks and presentation materials. Over the years I have refined my skills and style into something which is impactful, conversational, and speaks to the very humans reading it.

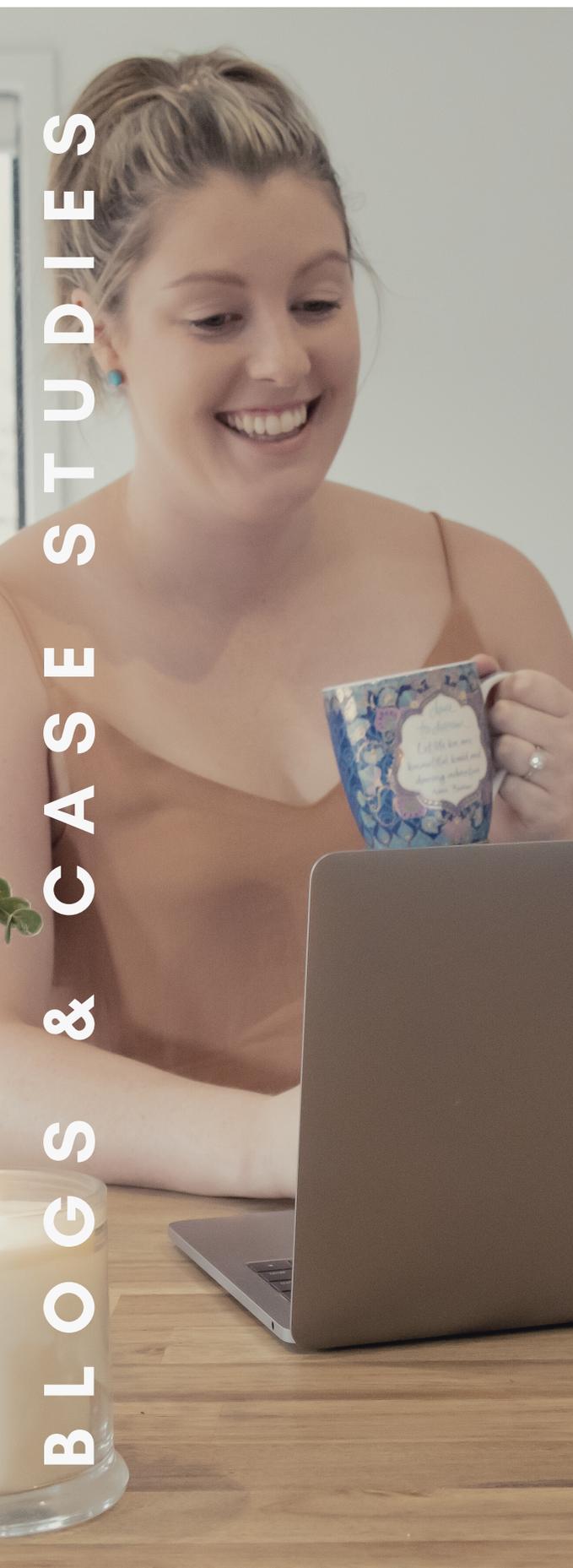
Now that my evolution has led me here, I want to write for you -- a purpose-fuelled leader in the health, wellness, and personal development industry. If you have a desire to produce something authentic and inspiring for your audience and clients, then let's create something meaningful together.

Go on, take a look at what I have to offer. If you think we'll vibe, drop me a line and we can talk about how I can help you connect with your dream clients, spend time doing what YOU love, and most importantly, conquer your content!

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# ARE YOU PART OF A HIGH-FUNCTIONING HERD?

## Herd Coworking Space Blog



Your environment has the ability to either help or hinder your progress, both personally and professionally.

**The people we spend time with can deeply impact our overall performance and success.**

If you've ever heard of the "herd mentality", you will understand that all humans are wired for safety, security and belonging. This comes from deeply ingrained behaviours which were essential for survival in cave man times.

And now, while for the most part our environments and social constructs are not life or death, we still operate at this fundamental level.

So, what happens to us when we are part of a low functioning herd, or remain in a negative environment with negative people? Well, in order to feel the safety and security we crave, we will adjust our behaviour, our work ethic, and ourselves in order to fit in. Long term, this has serious implications on our overall performance, our happiness, and our productivity.

**The difference between a low and high functioning herd are outlined below-**

A Low Functioning Herd:

- You feel the need to downgrade your accomplishments for fear of being judged or resented
- The people in your herd spend more time complaining than they do taking action
- If you do something different from the norms or usual standards of the group you will be mocked or criticised
- If you choose to grow and evolve, you will likely hear something along the lines of "The old you used to be fun" or "The old you would have done it"

A High Functioning Herd:

- The people in your herd celebrate your successes and achievements, no matter how big or small
- You will feel valued and listened to, and your herd will give you both positive and constructive feedback, whether you want to hear it or not
- If you begin to lag behind or become complacent, your herd will challenge you and push you to get back on track again
- You will feel inspired, and inspire others in the group when you accomplish a task or learn a new skill

*[Click here to read the full blog.](#)*



# BLOGS & CASE STUDIES

## 4 TIPS TO ENSURE YOU ACHIEVE YOUR GOALS THIS YEAR- AND KEEP YOUR RESULTS LONG TERM!

### Zoe Hyde Transformations Blog

Unfortunately, I see it all too often – a new year rolls around and everyone is suddenly inspired and motivated to lose weight and get fit! But the efforts both in the gym and the kitchen are short lived, and by February, most are back to their “old ways” after suffering the effects of burn out and binge eating.

So, here are my top tips to get you off that diet hamster wheel and into a sustainable routine to guarantee long term success!

**1. Set realistic, achievable goals and use them as stepping stones to your big, long term goal!** If your goal seems impossibly out of reach to you, you’ll end up either not getting started for fear of failure, or not giving yourself enough time to work on your habits in order to achieve it (and as a result, you’ll feel the need to rush the process). Identify your WHY, and set small monthly targets to lead you to the big, long term goal.

**2. Start slowly and build momentum through each week.**

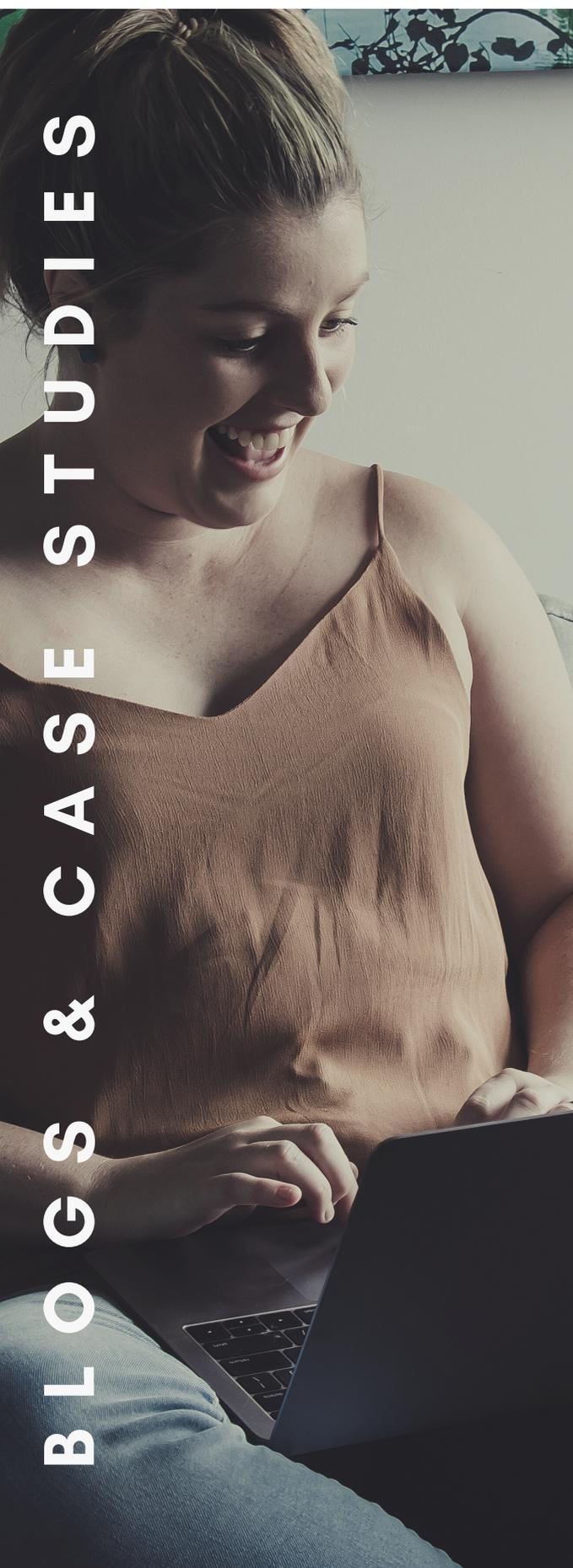
We can’t change all our habits overnight; so instead, focus on improving just one thing at a time, and do it well!

**3. Match your exercise to your nutrition.** There’s no point launching into a 5 or 6 day training plan if you aren’t fuelling yourself enough to meet your bodies energy demands. You’ll end up feeling burnt out and resenting exercise! Instead, do the work in your kitchen first, and slowly increase your training load to match. This way, you’ll get the best possible results from your time spent training.

**4. Invest in education, and stop throwing money at meal plans, shakes and detoxes.** Building a lifestyle which enables you to live in a body you can be proud of year round, means working on your habits, mindsets, and relationship with both food and yourself! Jumping from meal plan to meal plan isn’t going to teach you anything worthwhile long term, and they neglect your health and metabolism in the process (both of which we need in good working order to assure long term results)!

# CRAVINGS: WHAT ARE THEY AND HOW TO BEAT 'EM.

Zoe Hyde Transformations Blog



Simply put, food cravings are a strong desire for a particular food, and they often have a lot to do with wanting to satisfy an emotional need. Stress, anxiety and exhaustion can all lead to these cravings - whether sweet or savoury. But they can also be caused by removing something from your diet completely (we always want what we can't have, right?).

## So, how can we identify and prevent these cravings?

**1. Find your trigger.** What causes the cravings in the first place? For me, it is always tiredness! Once you have identified your trigger, you can be more aware and conscious of the craving next time this emotion comes up.

**2. Don't make any foods "off limits".** Instead, strategically allow yourself your favourite treats on a weekly basis (in moderation of course). This will prevent you from scrolling through images of donuts late at night thinking about food you won't let yourself have.

**3. Break down the craving!** What meal are you craving, and why? What is the specific thing in that meal that you want? If you can identify it, you might be able to create a healthy meal using that key ingredient. For example: just the other day I came chomering a cheese toastie. I stopped and thought about it, and asked myself if it was the bread or the cheese that was appealing me most. It was the melted cheese. So what did I do? I made an omelette and popped some cheese into it. Voila- a healthy meal that was still able to satisfy my craving!

**4. Be mindful that your craving doesn't become a bad habit!** That can of coke you crave at 3pm in the afternoon? Is it because you are tired, or because you have one every day like clockwork?



# ARTICLES & PUBLICATIONS

## DEALING WITH THE INNER PERFECTIONIST

### Gippsland Lifestyle Magazine Article

I've learnt very quickly that perfection is boring. Perfection is like colouring within the lines all the time, without having the freedom to explore what's on the other side. Never really changing, learning or growing for fear of moving to the outside of the lines not only holds us back, but it keeps us in the same place as we have always been.

A lot of our perfectionist tendencies come from the feeling of needing to be in control and have it all together, all of the time. And many of these feelings are amplified when we are bombarded with the "highlight" reel day in, day out on the TV, magazines, and our Instagram feeds. This highlight reel feeds the worry than any glimpse of the "real us" means we look weak, vulnerable, and inhuman. But really, where's the harm in that? Because to me, there is no harm in being relatable. Showing the world how perfectly IMPERFECT we are gives others the confidence to do the same, and to ask for help.

This need for perfection means that just like the fear of colouring outside of the lines, the fear of leaving the start gates and "failing" exists too. When we fear not perfecting things first go, we use shitty excuses and reasoning to buy ourselves time so that when we are finally "ready" to start, we can succeed right off the bat.

**But life is unpredictable, and curve balls will be sent hurtling our way often.**

The inner perfectionist will use these so called "curveballs" as an excuse not to do something, or to hold themselves back from opportunity because the timing isn't right.

But, the inner realist will adapt and conquer regardless of the circumstance!

**I say that completion rules perfection!**

Whilst I do believe self-expectation is a good thing, it shouldn't be at the expense of you trying to be so perfect that you never leave the start line for fear of looking like a "failure".

*[Click here to read the full article](#)*

# "ABOUT ME" PAGE

## One.Wholesome Space Website Copywriting



**One.Wholesome Space is a platform for you to cultivate a deeper level of connection to yourself and those around you. It is a space for you to feel heard, valued, and empowered to grow and expand on your journey through life.**

Hi, I'm Britt (but my friends and family call me Bini)!

Have you ever had the feeling that you are not understood by those around you? Do you find yourself contemplating what else is out there for you to experience and explore?

At 26, I found myself in India on an Eat, Pray, Love journey of my own. I was looking for a deeper understanding of who I was, and how I could enrich the lives of others. Over the course of three visits, spanning fifteen months in total, I realised that what I was looking for all along was - Me! I learnt that everything I needed was already within, and I didn't have to search the other side of the globe to find it.

Throughout this journey to connecting with myself, One.Wholesome Space was born.

I realised that I was not alone in feeling misunderstood, misheard, disconnected and dissatisfied; so, I created this platform to help YOU feel supported on your path to creating a deeper, more wholesome life.

I am here to enable and empower you to create the life of your dreams, and to assist you in developing more love, connection, understanding and happiness in your life. My role is to educate you on how to ask better questions, to support you to stay on course, and to help you see that everything you already need is already within you, you just need to find your connection to it.

I hope you feel excited to explore and tap into the possibility of your greatness, so read on to find out more!

- Bini

# SPARKING CREATIVITY IN YOUTH THROUGH FILM

## Spark Film Festival Press Release

# PRESS RELEASES

The Spark Youth Film Festival is igniting the creativity of students in the Baw Baw region of Gippsland.

The festival's tagline has been aptly named Quarantine.Create., after the COVID-19 restrictions forced the Spark committee to change the way they approached this situation. Instead of cancelling the event, they decided to embrace this opportunity to encourage youth, aged 10-18, to follow their creative pursuits while self-isolating at home.

The Spark Festival committee, Sarah Hurwood from Wonderment Films, Bek Vandyk from Arts and Health Gippsland, and Katie Lee from Lavalla Catholic College, are passionate about supporting local youth with a passion for art and film.

"I grew up in the area, and as a film student myself, I found that there weren't many opportunities beyond school to follow these pursuits in Gippsland. There is so much talent in the region, so we wanted to create a space for the students to have their work shown and appreciated", says Sarah Hurwood, Head of the committee.

Students with all levels of experience in creating short films are encouraged to apply, with prizes for First Place and Runner Up in each age

category. These prizes are made possible by the generous sponsorship of the Baw Baw Shire Council and FReeZA Springboard. Applicants are reminded that they do not need access to high quality or specialised cameras to bring their film to life; they can use whatever they have available to them in their homes, including their phone, webcam, a digital camera or video camera.

"I hope that youth gain a sense of inclusivity from participating in The Spark Film Festival. We wish to encourage anyone, aged 10-18, to follow their passion and create something they can be proud of, regardless of their experience or access to equipment. The only requirement is that the film must be no longer than 5 minutes; which gives students the opportunity to follow their unique interests", says Sarah Hurwood.

Applications for The Spark Film Festival close on Saturday 6th June. Winners will be announced on Saturday 13th June, and will have the option to choose from a pool of prizes. Following the lifting of COVID-19 restrictions, the Spark committee will put together an exciting showcase; which will see all work displayed, highlighted and celebrated. For more information, creative ideas, and to submit your short film, head to Facebook and Instagram @sparkyouthfilmfestival.





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We approached Zoe to create a press release for our upcoming event - and we were completely blown away. Zoe was not only extremely prompt and professional, but the press release captured exactly what we were trying to convey to our audience. Zoe fleshed out the limited information we gave her and turned it into a truly incredible, personal piece for us to send out to media outlets to really give our event the press we feel it needs. We would recommend Zoe's services to anyone who needs phenomenal writer to work across their projects.

*Sarah,  
Wonderment Films*

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Zoe is real, talented and fully committed to you. Through her inquiry and great questions, I felt confident that Zoe really understood the message I wanted to share through my website. I was mostly impressed by her ability to empower me to contribute and make decisions, confidently. My once nightmare of a project turned into something I really LOVE! I would highly recommend Zoe for her writing skills, time efficiency and ability to speak to a broad audience, her willingness to know about you, and her upbeat and encouraging support!

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*Brittany,  
One.Wholesome Space*

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READY TO WORK TOGETHER?



*Let's work together to  
unleash your voice, build  
your brand, and connect  
you with your dream  
clients!*

Explore my services and  
packages on my website or  
contact me directly to chat  
further.

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