

Social Foodie Consulting & Coaching



STRATEGY. CONTENT. COMMUNITY. GROWTH.
Let's turn your passion into a powerful brand.

A woman with long, wavy brown hair is smiling and looking down at a plate of food she is holding. She is wearing a white sleeveless top and a striped apron. The background shows a kitchen with green cabinets and a refrigerator. In the top right corner, there is a brown rounded rectangle containing the text "HELLO and WELCOME!" in white.

HELLO and WELCOME!

Having worked with major brands like Panasonic and Walmart, made television appearances as a trusted culinary expert and digital marketer, and currently serving as the Digital Marketing Manager behind one of the fastest-growing Latino seasoning brands in the United States, I'm here to share everything I've learned with you.

My journey has been filled with growth, exciting opportunities, valuable lessons, and success, and now it's your turn. This is your moment to take the leap and turn your dream of becoming a successful content creator and food blogger into a reality.

I designed these consulting packages to empower foodies like you with the skills, tools, and knowledge you need to build a strong and successful platform. Whether you're starting from scratch or ready to grow an established brand, I'm committed to guiding you through every step of the process.

Together, we'll turn your passion into a profitable, purpose-driven business that feels authentic to you.



LET'S CREATE SOMETHING AMAZING...

My mission is to empower fellow foodies, bloggers, and creators with the skills and strategies they need to succeed. I understand the challenges of content creation and marketing from every angle, and I'm here to share everything I've learned. If you're ready to turn your passion into a thriving, profitable business, I'm here to guide you every step of the way.

— Belqui



STARTER PACKAGE

\$749

✓ PERFECT FOR BEGINNERS LOOKING TO LAY A SOLID FOUNDATION

- **Defining Your Niche:** Guidance on how to find your unique voice and content focus.
- **Brand Kit Creation:** Logo design and essential brand assets.
- **Social Media Channel Setup:** Step-by-step setup for YouTube, Instagram, TikTok, Facebook, and Pinterest.
- **Website Setup Basics:** Assistance with choosing a blog theme and template best suited for future monetization.
- **Plugin Essentials:** Guidance on selecting must-have plug-ins (recipe card, SEO, social media and more).
- **Equipment Recommendations:** Advice on affordable equipment to shoot high-quality images and videos.
- **Google Analytics Setup:** Assistance with creating and connecting your Google Analytics account.

1 hour virtual consultation.

CONTENT CREATOR TOOLKIT

\$1,499

✓ **IDEAL FOR THOSE READY TO CREATE HIGH-QUALITY CONTENT THAT ATTRACTS FOLLOWERS AND ENGAGEMENT**

- **All services from the Starter Kit**
- **Content Production 101:** How to shoot stunning videos and photos in your home, defining where is best within your space.
- **Video and Image Editing:** Tools and techniques to create polished, professional-looking content.
- **Custom Social Media Strategy:** How to create, schedule engaging social media posts.
- **Content Engagement Strategies:** Help determining posts that maximize engagement on all social platforms.
- **Personalized Equipment List:** Recommendations on inexpensive gear to enhance content quality.
- **How to Use ChatGPT for Blog and Social Media Copy:** Tips and practice on how to get personalized, engaging copy that sounds like you.

2 hours virtual consultations. (Divided into 2 individual 1 hour consultations)

MONETIZATION MASTERCLASS

\$2,000

✓ **PERFECT FOR THOSE WHO WANT TO TURN THEIR BLOG AND CONTENT CREATION INTO A PROFITABLE BUSINESS**

- **All services from the Starter Kit and Content Creator Toolkit**
- **Blog Monetization Strategy:** Learn how to get to the necessary sessions for ad revenue and which ad agencies to target.
- **Collaborations & Partnerships:** How to secure brand deals, pitch yourself, and set your pricing.
- **White-Label Recipe Development:** Learn to offer recipe development as a paid service.
- **Media Kit Creation:** Custom design for your media kit to send to brands and collaborators.
- **Social Growth Without Bots:** Strategies to grow a real, engaged following.
- **LLC Registration Support:** How to register your blog as an LLC.
- **Amazon Influencer Store Setup:** How to set up and optimize your store.

3 hours virtual consultations. (Divided into 3 individual 1 hour consultations)

BUSINESS PRO PACKAGE

\$3,000

✓ **FULL-SERVICE CONSULTING FOR CREATORS AND BLOGGERS READY TO LAUNCH THEIR BUSINESS AND BRAND**

- **All services from the Starter Kit, Content Creator Toolkit, and Monetization Masterclass**
- **Website Setup for Full Monetization:** Get your blog set up properly from day one, optimized for growth and monetization.
- **Advanced SEO Support:** Access to top-tier SEO course recommendations and tools to boost traffic.
- **LinkedIn Strategy:** Learn how to leverage LinkedIn to get noticed by brands and key decision-makers.
- **Newsletter Strategy:** Guidance on selecting the best email marketing provider and growing your subscriber list.
- **Business Card & QR Code Design:** Get a custom-designed business card and QR code for marketing and promotions.
- **Support Plan for Blog Optimization:** Ongoing support for website maintenance, performance, and optimization.
- **Live Cooking Segment Training:** Step-by-step support to prepare for TV cooking demos and live appearances.
- **E-book Creation:** How to create a lead magnet e-book to grow your email list.

4 hrs Virtual consultations. (Divided into 4 individual hour consultations)

✓ ***Custom packages available***

READY TO GET STARTED?

1

Select the package that best fit your needs.

2

Book a discovery call to review your goals and choose or customize your experience.

3

Start your journey toward becoming a successful content creator and food blogger!

If you're ready to turn your passion into a business, I'm here to help you every step of the way. Let's work together to make your dream a reality!

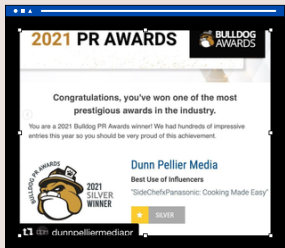


MY PORTFOLIO



LIVE COOKING SEGMENTS

Over 30 TV cooking segments, live and taped for national English and Spanish networks.

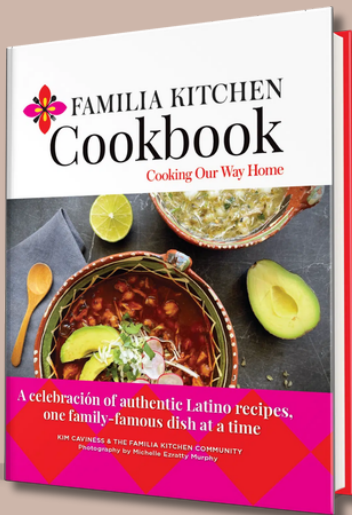
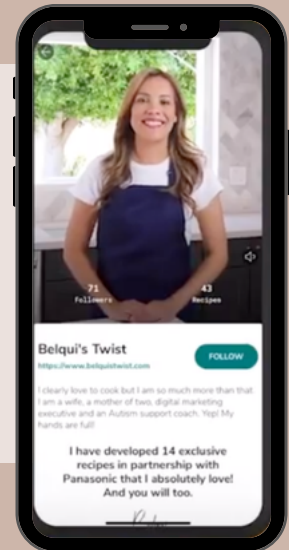


PANASONIC & SIDECHEF PARTNERSHIP

The first influencer chosen for the launch 2 innovative Panasonic microwaves with new cooking technology.

Also hosted the "Cooking Made Easy" social media campaign which was awarded the Silver prize for the "Best Use of Influencers" in 2021 by BullDog Awards. The most prestigious PR awards in PR.

Panasonic



FEATURED BLOGGER - COOKBOOK AND PRESS

Taste of Home

BUSINESS INSIDER
Food



mindbodygreen

Google News



MY PORTFOLIO



TASTE OF HOME MAGAZINE

Featured Recipe
in Print Edition



TASTEMAKERS COOKBOOK

Featured Blogger



and more...

BRAND COLLABORATIONS

Panasonic



Walmart

ZipTop®



Taste of Home



DREO



elihome



Loisa

FOODIE TRIBE

MAGNIFIQUE



Suvie

and more...

RECOMMENDATIONS



CAMIRRA'S KITCHEN - YOUTUBE

"Belqui gave me so much needed advice when I was first starting on my Content Creator journey. I literally started with no knowledge at all about how to film, shoot, light, and edit videos. Belqui gave very practical and actionable steps on how to start a Youtube channel. When I eventually ventured into blogging, she gave extremely helpful guidance on how to start, monetize, and manage a blog. You can't go wrong working with Belqui!"

RACHEL STEP BY STEP - YOUTUBE

"As a devoted follower of Belqui's Twist, I have been truly impressed by her outstanding content creation abilities and captivating personality. I wholeheartedly recommend Belqui for her extraordinary talent in producing educational material and thorough reviews. Personally, I have reached out to her due to her deep understanding of the niche and her dedication to quality. She has never let me down and she's always been there to help me. Her videos are consistently well-crafted, informative, and entertaining, making her a standout figure in our online community. I believe she would be a valuable asset for anyone seeking creativity and influence."



PATTY - THE MAD TABLE

"I highly recommend Belqui for anyone in need of social media and marketing expertise! She's not only incredibly skilled, but also a joy to work with. Belqui has been a trusted professional ally for me, offering insights and strategies that really work. Her ability to understand clients' needs and deliver results is unmatched. If you're looking for someone who truly knows how to elevate your brand and connect with your audience, Belqui is your go-to expert!"

WHAT I NEED *from you*

To make our time together as productive as possible, I'll need to gather some key information from you. This will allow me to create a personalized strategy that meets your goals. Please be prepared to provide the following details before our first session:



Desired Niche: What topic or area of focus do you want to build your brand around? (e.g., vegan recipes, baking, family meals, etc.)



Goals and Vision: What are your short-term and long-term goals for your content creation journey? Do you want to monetize, build a following, or collaborate with brands?



Existing Platforms: Do you currently have any active social media channels or a website? Please provide links and an overview of your current presence.



Brand Identity: Do you have an established brand identity, or are you starting from scratch? If you have existing branding elements (logo, colors, fonts), please share them.



Content Preferences: What type of content do you want to create? (e.g., recipe videos, lifestyle photography, behind-the-scenes, etc.)



Technical Setup: Do you have any equipment for content production (camera, lighting, editing software, etc.)? If so, please specify.



Monetization Goals: Are you interested in monetizing your blog or social media channels? If so, what methods are you interested in (ads, brand deals, affiliate links, etc.)?



Skills You Want to Learn: What specific skills do you want to develop? (e.g., video editing, SEO, content production, LinkedIn strategy, etc.)



FREQUENTLY ASKED Questions

What is the best package for beginners?

The Starter Kit is perfect for beginners as it provides a strong foundation in niche definition, branding, and content creation.

How do I know which package is right for me?

During our initial discovery call, we'll discuss your goals, challenges, and needs to recommend the best package for you.

Can I book a single service instead of a full package?

Absolutely! I offer a la carte services, so you can choose exactly what you need.

How are the sessions delivered?

Sessions are conducted virtually via video call. Local clients can also opt for in-person sessions for certain services at an additional fee.

What if I need help after our sessions are complete?

I offer support plans and one-on-one coaching as add-on services to ensure you're never stuck.

Do I need prior experience to work with you?

No experience is necessary. Our packages are designed to meet you where you are, whether you're a complete beginner or an experienced creator.

What if I'm not sure about my niche?

We'll help you identify a niche that aligns with your passions, skills, and market demand during our sessions.

Do you offer payment plans?

Yes, payment plans can be arranged. We'll discuss the best option for you during our discovery call.

What do I need to prepare before my first session?

Please review the "What I Need From You Before We Start" section and be ready to provide details on your niche, goals, existing platforms, content preferences, and technical setup.

Can I get in-person coaching?

Yes! If you're local, you can opt for in-person coaching for certain services like content production and video shooting.

How long do I have access to support after our sessions?

Support/consulting plans are available for ongoing assistance.

Can I customize my package?

Yes, all packages can be customized to meet your specific goals and needs.