

Jacquie Court

STRATEGIC COMMUNICATIONS & WOMEN'S HEALTH CONTENT PARTNER

I help health brands turn expertise into conversations women actually understand.



CONTENT STRATEGY



THOUGHT LEADERSHIP



PODCAST & VIDEO CONTENT



STORYTELLING & MESSAGING



AUDIENCE STRATEGY

*She doesn't position brands at women.
She positions them inside conversations
women already want and need to have.*



JACQUIE COMBINES

- strategic marketing expertise
- editorial systems thinking
- science translation
- lived midlife experience
- women's health communication literacy

EXPERIENCE HIGHLIGHTS

- 20+ years in content strategy, communications, advertising, marketing & PR
- Founder, She2.0 | Strategic Communications Consultant
- Former writer for ELLE Canada, HuffPost, Today's Parent & more
- Content strategy & communications leadership for national brands including: WINNERS, Destination Canada, Scotiabank, Johnson & Johnson, Fairmont Hotels, Subaru & more.
- Experienced moderator, host, interviewer and speaker

TO CREATE WORK THAT IS:

- intelligent
- relevant & useful
- credible
- commercially relevant

I PARTNER WITH

Clinics, practitioners, health companies and mission-driven brands to create content that informs, inspires and builds trust.



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Strategic Partnership Options

Flexible engagement models designed for clinics, healthcare practitioners and mission-driven brands seeking meaningful connections with women.

CORE PARTNERSHIP OPTIONS



1. Thought Leadership Partner

Build authority. Share your expertise. Become the trusted voice in your field.

INCLUDES:

- ✓ Monthly strategy call
- ✓ Editorial planning
- ✓ LinkedIn content
- ✓ Newsletter support
- ✓ Messaging guidance

INVESTMENT
\$1,500 – \$2,000 / month



2. Patient Education Content

Evidence-based content that educates, empowers and builds trust with your patients.

EXAMPLES & PRICING:

- ✓ Patient Education Article (800–1,200 words) **\$500**
- ✓ Treatment or Service Explainer **\$500**
- ✓ Website Page **\$500 – \$750**
- ✓ Patient Resource Guide (PDF) **\$350 – \$750**
- ✓ Email Newsletter **\$250 – \$350**

PACKAGES AVAILABLE
Contact for custom pricing.



3. Podcast & Video Partnership

Turn one conversation into an entire content ecosystem that grows your reach and impact.

INCLUDES:

- ✓ Topic development
- ✓ Interview hosting
- ✓ Recording support
- ✓ Repurposing strategy
- ✓ Content ecosystem planning

POTENTIAL OUTPUTS:

- ✓ 1 Podcast Episode
- ✓ 1 YouTube Video
- ✓ 10–20 Social Clips
- ✓ Newsletter Content
- ✓ LinkedIn Content
- ✓ Quote Graphics

INVESTMENT
\$750 – \$1,500 / episode or project

POPULAR



SIGNATURE OFFER

Women's Health Authority Platform

A comprehensive partnership designed to help healthcare organizations become trusted leaders in women's health.

 Podcast Series

 Video Series

 Educational Content Library

 Newsletter Strategy

 Community Building

 Speaking Opportunities

 Patient Education Resources

 Media Visibility

“ Authority isn't built through advertising. It's built through consistently valuable conversations. ”

ADDITIONAL SERVICES & RATES



Strategic Consulting

\$125 / hour

- ✓ Messaging strategy
- ✓ Content strategy
- ✓ Thought leadership development
- ✓ Editorial planning
- ✓ Audience growth strategy
- ✓ Patient education communications



Podcast Hosting & Moderation

Custom Quote

- ✓ Expert interviews
- ✓ Panel moderation
- ✓ Live events
- ✓ Conference moderation
- ✓ Branded podcast hosting



Fractional Content Advisor

Starting at \$2,500 / month

- ✓ Monthly strategy meetings
- ✓ Editorial oversight
- ✓ Content planning
- ✓ Messaging support
- ✓ Thought leadership development
- ✓ Content review & feedback



WHY CLIENTS HIRE ME

 20+ years of strategic communications experience

 Deep expertise translating science for consumers

 Lived midlife experience

 Podcast, editorial & audience building expertise

 Experience with major brands, healthcare professionals & women's health organizations

SELECTED CLIENTS & ORGANIZATIONS

WINNERS • DESTINATION CANADA • Scotiabank • MITSUBISHI • Johnson & Johnson • MATTTEL • Tetley • Fairmont HOTELS & RESORTS

Strategic. Human. Evidence Informed. Audience First.