



Ebony Pollard
Creative Services

A Division of Ebony Pollard Coaching & Consulting, LLC

Portfolio Sample #5A: Blog Post (Wellness Audience)

Sample blog post for a wellness business owner, blending education with encouragement to engage readers and build trust.

Title: *Why Small Shifts Create Big Change in Your Wellness Journey*

When most people think about wellness, they imagine a complete life overhaul: new diets, daily workouts, strict morning routines. The truth is, change that lasts doesn't usually come from extremes — it comes from the small things you do consistently.

Think about it. How many times have you tried to do everything at once, only to burn out by the second week? That's because willpower is a limited resource. You know what works better? Small, sustainable shifts.

Here are three to get you started:

- **Add before you subtract.** Instead of cutting out every food you love, add one healthy option a day. A glass of water before your morning coffee. A side of greens at lunch. As the new habits take root, the old ones begin to lose their grip until your daily habits are completely transformed.
- **Move in ways you enjoy.** The best exercise is the one you love. Whether it's biking, swimming, hiking, or dancing, choosing activities that bring you joy turns intentional movement into something energizing, not draining. When you enjoy something, sticking with it becomes second nature.
- **Practice grace over guilt.** You'll miss workouts. You'll eat dessert. You'll have off days. That doesn't mean you've failed. Real wellness makes space for both discipline

and self-compassion.

It's the little things that make the biggest difference. One glass of water, one 15-minute walk, one decision to show yourself grace — these stack up over time. And when they do, those choices can transform not only your habits, but your entire life, as well.

✨ End of Sample

Mini Strategy Note (for portfolio context):

This blog post is designed to position the business owner as both relatable and authoritative:

1. Opens with empathy → identifies failed “overhaul” attempts.
 2. Offers practical tips → immediately usable for readers.
 3. Balances authority with encouragement → keeps tone approachable and trustworthy.
-