

Sandy Cooper

-PODCASTER - WRITER-
-BIBLE STUDY TEACHER-
-HOME CHEF-

MEDIA KIT

www.thescooponbalance.com



Hi, I'm Sandy!

I HELP FRAZZLED MOMS FIND PEACE

- I believe one of the greatest struggles moms face is discouragement, so my mission is to encourage overwhelmed moms. I love to take the light of God's Word and shine it on the lies of the enemy. I show women how to access the peace of God so that they can raise their children with joy and confidence.
- I follow Jesus, unapologetically.
- I have been married to Jon for 30 years and we have 4 children, ages 16 to 24. my oldest son died when he was 9 months old and 2 of my kids are adopted. We've been through some stuff and I'm super proud of us for hanging on.
- I successfully manage clinical anxiety and depression with diet and lifestyle. it's no joke, man.
- I left social media for good in 2021 and it was one of the best decisions I've ever made.
- I am a recovering People Pleaser, a recovering Perfectionist, a Reformed Late Person, and the world's worst Multi-Tasker.
- I love lists (and parenthetical phrases).



1.75M

all time website views



185K+

podcast downloads



1,700+

email subscribers

The Podcast

THE BALANCED MOMCAST

A podcast for Christian moms who sometimes feel overwhelmed, frazzled, or exhausted,

Each week (except for summers, when I take a break) I offer practical tips, Biblical inspiration, and humor to help listeners gain clarity and focus so they can find the real balance they've been seeking in their family and personal life.



More Focus~Less Frazzle

MOST DOWNLOADED EPISODES

[EP20: How to Help Someone with Depression and anxiety](#)

3000+ Downloads

[EP13: Helping your family transition to healthful eating](#)

2900+ Downloads

[EP15: Five ways to sabotage your summer balance](#)

1700+ downloads

[EP4: Four Principles of a Well-Balanced Life](#)

1700+ downloads

STATISTICS

185K

total podcast downloads

7K

average monthly downloads

top 1.5%

podcast rank

5

podcast rating

MY AUDIENCE

100%

women

85%

25-55 yrs old

98%

MOMS

Podcast Distinctions



“Top 1.5% of all
podcasts”

BY LISTEN NOTES

“Top 50 Moms in
Podcasting”

#10!

BY PODCAST
MAGAZINE

“New and
Noteworthy”

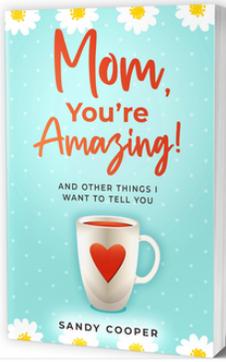
BY ITUNES

“Top Christian Mom
Podcasts of 2023”

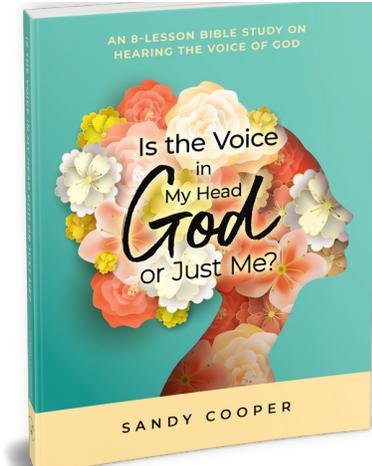
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BY FEEDSPOT.COM

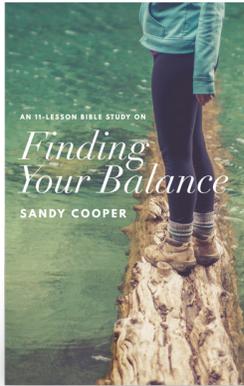
TheBooks



"Mom, You're Amazing! And other things I want to tell you" is a refreshingly honest and spiritually insightful collection of essays spanning my 25-year parenting journey.



"Is the Voice in my head God or just me?" is an 8-lesson, in-depth bible study about hearing the voice of god.



"Finding your Balance" is an 11-lesson bible study to help you Identify and live your highest priorities and overcome the common barriers to balance

Book Reviews

i loved this bible study. it surpassed all my expectations.

-Sarah

This is easily one of the best books I've ever read. I don't think I made it through a single chapter without crying because it made me feel so validated, encouraged, and SEEN.

-Rebecca

The Newsletter



Behind the Balance

Where I pull back the curtain on a lifelong struggle with balance and my ongoing process of re-finding it.

STATISTICS

7.37k

average monthly page views

50%

open rate

1.15k

email list subscribers

BEST POSTS ON BALANCE

[Why You Struggle With Balance
and what to do about it](#)

[6 Ways to Maintain a Well-balanced Mind](#)

[Finding Eternal Within Your Overwhelm](#)



The New Podcast

WRITING OFF SOCIAL

A podcast for female Christian writers who want to grow and nurture their audience without social media,

In January 2023, Mary K. Tiller and I launched a top 3% ranking podcast.



Our Vision

TO EMPOWER EVERY FEMALE CHRISTIAN WRITER TO CONFIDENTLY REJECT LIFE-SUCKING, INEFFECTIVE METHODS OF PLATFORM GROWTH AND INSTEAD PURSUE STRATEGIES THAT PLAY TO HER STRENGTHS AND YIELD A BETTER ROI.



This is a Revolution!

May 23, 2023

★★★★★

ReginaSanchez

I just love these Podcasts with Sandy and Mary K. We have been so indoctrinated to think that the only way to grow our business or our writings is to be on social media. Yet Social Media Platforms have us spinning our wheels and wasting our time. I love their honesty, their struggles and their hearts. I look forward each week to the support these women are giving us. God bless you ladies! Love you both.



OFFICIAL BIO

Sandy Cooper is a Bible study teacher, podcaster, writer, and professionally certified plant-Based home chef. She helps frazzled women find peace.

She is the author of three books, including her latest, *Mom, You're Amazing! And Other Things I Want to Tell You*.

She has been blogging since 2008 at thescooponbalance.com and podcasts weekly at The Balanced MomCast and Writing Off Social from her home office in Florida where she lives with her family.

STATEMENT OF FAITH

my statement of faith aligns with that of my local church. You can find a detailed statement of faith at <https://coe22.com/about>



GET IN TOUCH



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[For podcast interview info and current speaking topics click here](#)

 Sandy