


STAR BLOGGER PROFILE

Welcome to our new food feature 'meet the blogger'

There's a new kind of chef in the midst, bloggers with a passion for healthy food and for creating unique health changing recipes and they are taking the health food world by storm. These passionate foodies are carving out their own kind of cooking niche. The truth is that we're in the middle of a new kind of food culture and no one can predict how powerful a force for change it may well be. In this new feature you get to meet some of those foodie fanatics that are creating and sharing their passions and being part of this change - we think is for the better.



Being a vegan-curious foodie led me to my dream career. Choose a job you love and you will never have to 'work' a day in your life!  CHARLOTTE - THAT COPY GIRL



How food blogging changed my career and health.

For the past eight years, my day job in digital marketing was serious and often stressful, so blogging was something I did for fun, as I've always loved to write. A couple of blogs came and went as my interests changed, and it was in January 2014 after discovering Deliciously Ella, that a new idea started to simmer. I loved the simplicity of eating nutritious, wholesome food without counting calories, and after exploring this further, I became vegetarian.

A sudden desire to start cooking (much to the surprise and delight of my family who'd barely ever seen me in the kitchen), and many questions from colleagues about what I was eating, inspired me to start a new blog – LottieLovesFood.com. Although I quickly realised that I was no Nigella when it came to creating recipes, I did discover an interest in exploring vegan food through new and existing products.

Going to food shows became my version of shoe shopping! I loved meeting the passionate people behind the products, and there was always an interesting story about how and why they started their business. Having decided that I wanted to eat more vegan food, but struggling to know what to look for when I was out and about, I decided my blog would be dedicated to vegan product reviews, for other vegan-curious foodies like me.

At the same time, the company I worked for was going through months of drastic change and my role was stale and unfulfilling. Writing a blog gave me the courage to leave and start my own company, which happily combined my passion for food and a flair for writing great copy. ThatCopyGirl.com was born and as soon as I started to let my blog contacts know about the exciting change I'd made, the work started to flow in.

I've been incredibly lucky so far as I've worked with lots of health-related businesses for a variety of projects including a series of clean eating emails, editing a recipe e-book, rewriting a Pilates website, creating content for a vegan food brand on Facebook, and a Twitter campaign for a health food shop. I'm excited about waking up every morning because as the saying goes, **“Choose a job you love, and you will never have to work a day in your life.”**



CHARLOTTE - THAT COPY GIRL

Charlotte Moore, founder of specialist food, drink and lifestyle copywriting company ThatCopyGirl.com explains how her blogging grew into a business.

www.thatcopygirl.com

Follow Charlotte @LottieLoveFood
@lottielovesfood

