

# The **TRUTH** about Motherhood

and everything else!

## Deborah Cruz

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Deborah Cruz, @TruthfulMommy, is the creator/writer/editor of the popular parenting and lifestyle site The TRUTH about Motherhood. She is a freelance writer for hire, tech savvy, social media consultant and editor. This Latina lives in the Midwest with her two daughters and her husband, the Big Guy. Deborah holds degrees from the University of North Carolina Greensboro and Purdue University. She is also the creator of the popular meme Throat Punch Thursday.

## The Website

The TRUTH about Motherhood, launched in May of 2009. It has a constantly growing community on Twitter, Facebook, Instagram, Pinterest, Google+ and via RSS and email subscriptions. The TRUTH offers a place for moms to interact and share their experiences of Motherhood. I start the conversation by inviting readers into my world by honestly sharing my own stories.

I've spent 8 years of my life, devoted to my daughters. I've read every book, tried every technique, and owned every toy and gadget that has come out in parenting. This site was my connection to the outside world while I was enveloped in parenthood. I shared what I learned along the way and my readers reciprocated. These moms know what it's like to forget who you once were amongst who you have become and to need to be heard and understood. I hoped to find just one other mother who understood how isolating motherhood was; I found an entire online community.

This community, built on trust and honesty, fosters an expanding readership of women. I can bring your product/services to a large, diverse group of women. The reach of The TRUTH about Motherhood is far and wide due to social media, engaging and well-written content and crossover from the many platforms that I write for. I am well established in social media and the parenting blog community. I can bring your product to the mom next door because I've already earned her trust. She knows me. My readers know that I am honest, I've built my reputation on it. If your product/ service is a good fit for my readers and myself, I will happily share it with my readers and across my social media channels.

## Deborah Cruz

Today, I am highly visible on all social media outlets. Aside from writing and editing my own site, I also write for many other well-respected sites; The Huffington Post, The Stir, Mamas Latinas, The Broad Side and ScaryMommy to name a few. I've been a Mom Panelist for AboutOne.com, a Nutrisystem Nation ambassador and am currently a Natural Geographic Kids Beta Ambassador. I have worked with many big brands such as Vaseline, Tropicana, Quaker, Sprout, International Delight and Gordmans.

# How we can work together

- Site Sponsorships
- Ads-Media Buys
- Sponsored Posts
- Brand Event Ambassadorship and Representation
- I also blog for hire as well as do freelance writing.
- Product Review/Post & Giveaway
- Event Sponsorship
- Spokesperson Role

## The Website

The screenshot shows the website's header with the title "The **TRUTH** about Motherhood and everything else!". The navigation menu includes Home, About, PR/Media, Brands, Life & Style, Blogging, Throat Punch, Travel, and Contact. The main content area features a large Sprint logo, a yellow graphic, and a text box for a "Join Us for a Sprint M2M Twitter Party on 9/18 at 6:00 PM PST/9:00 EST #DriveSafe". There is also a bio for Deborah Cruz and a "Share" button.

## Demographics

### Main Demographic

- Female; Ages 25-44
- Has children or is expecting mothers
- College educated
- Stay at home and working

### Social Media & Online Reach

- Twitter
  - Klout Score of 65
  - 6091 Followers
- Facebook
  - TruthfulMommy Cruz: 676 Friends
  - The TRUTH about Motherhood: 1565 Fans
- Google PageRank: 5
- Alexa U.S. Traffic Ranking: 22,533

