
KAREN SHOPOFF ROOFF

COACHING, WORKSHOPS, AND ECOURSES OFFERING REALISTIC, SUSTAINABLE
FITNESS & HEALTH TIPS TO SUPPORT WELL BALANCED WOMEN



Karen Shopoff Roof

Karen Shopoff Roof is a Women's Wellness Warrior who champions realistic approaches to living a fit and healthy life. Coach Karen launched Balance Personal Fitness Training in 2008 to support women as they develop a wellness lifestyle. She holds numerous certifications in fitness, wellness, and health coaching.

In the last 10 years, Balance has grown into a full-service brand with coaching, blogging, ecourses, and speaking offered to clients worldwide.

In her free time, Karen loves to travel to new places to run marathons and ultramarathons. But because she believes in balance, Karen is also an avid reader and backfloater (though not at the same time).

About The Blog

Running on Balance is known for excellent, researched content regarding women's wellness particularly as related to the childbearing years & perimenopause.

Not afraid to tackle socially taboo topics, Running on Balance has grown an audience of information-seeking, well-educated readers. Karen's blog articles treat women's wellness issues with the thoughtfulness modern women deserve (and demand).

Coach Karen also writes about fitting in fitness with real life. As a mom of three kids (one in high school, one in middle school, and one in elementary school), Karen relates to her readers' struggles of balancing work, family, and personal priorities. Karen shares her victories (and failures) as she works to juggle blogging, coaching, family life, and her athletic goals.

Running on Balance illustrates that you don't have to have it all together to keep moving forward.



Social
Media



@balancepft



wellbalancedwomen



balancepft



wellbalancedwomen

BLOG PARTNERSHIPS

- prAna
- Thrive: Feel Stress Free app
- Rally - Recovery Drinks
- Live Infinitely
- Meditation Bar - Austin, TX
- FlyUp Fitness
- Slim Ice

OPPORTUNITIES

- Sponsored Posts
- Giveaways
- Product Reviews
- Speaking Engagements: In-person events or pod/webcasts
- Social Media & Blog Advertising

AUDIENCE

- 90% Women
- Ages 35-55
- Year-on-Year Audience Growth
- EMail list 6000+

COACH KAREN SAYS...

Podcast/Webinar Guest (2017-2018): Type A Tribe, Life Around the Coffee Cup, Running Rogue, Lose the Cape, Passion to Prosperity, Thriving Bohemians

MamaCare Virtual Summit Expert (November 2017)

Guest Speaker (2017-18): Soma Vida, Launch Wellness, Lamar Interactive, Notre Dame WomenConnect

Time-Warner Cable News interview (September 2015)

Plaid for Women #nomeangirls Conference Presenter (September 2018)

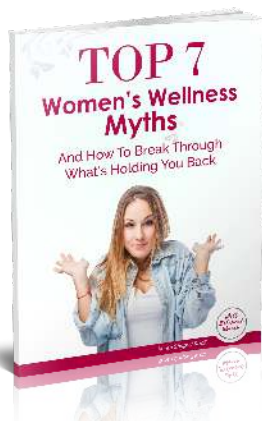
Type A Parent Conference Presenter (September 2018)

COACH KAREN IN PRINT...

Top 7 Women's Wellness Myths (and How to Break Through What's Holding You Back)

Blog contributor/expert source:
She Knows, Another Mother Runner,
PTontheNet, Plaid for Women,
Parents Magazine, Best Life Online

Expert source for print articles:
Yoga Digest (July/Aug 2015)
Women's Running (April 2018)



WORK WITH ME

- Karen Shopoff Rooff
- www.runningonbalance.com
- karen@balancepft.com
- 512.569.3965
- Based in Austin, Texas