



# BEN FARRELL

PROFESSIONAL WRITER, BLOGGER  
& PHOTOGRAPHER

[www.roadlesstravelled.me](http://www.roadlesstravelled.me)  
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WE ARE KEPT FROM OUR GOAL  
NOT BY OBSTACLES BUT BY A  
CLEAR PATH TO A LESSER GOAL

TAKE THE ROAD LESS  
TRAVELLED



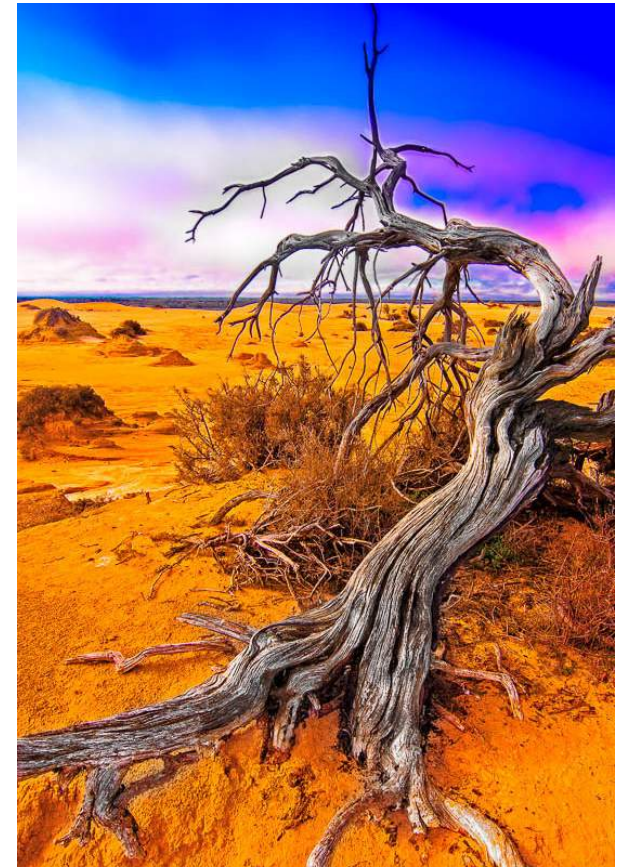


# BEN FARRELL

Ben is a professional writer and photographer. His diverse and extensive life experience, coupled with an unquenchable thirst and yearning to understand the world, creates writing and imagery that is engaging, thought-provoking and unique. He is the sole author of Road Less Travelled, which received well **over half a million** views last year (**2015**) from a diverse and engaged audience. He also has **thousands of followers** on Facebook, Twitter and Instagram who regularly engage with the original content he shares.

Ben appreciates the beauty of language and the way words can evoke emotion, feeling and awe. This comes across in his writing through vivid symbolism, creative imagery and the ability to drag the reader into the middle of any scene with him. He doesn't speak in only animated GIFs or #hashtags but instead brings the **craft or writing** to the internet in a landscape where audiences, due to more information overload and distraction than ever, need entertaining, easily digestible and **quality content**.

Ben's 'voice' is personal, engaging and thought provoking, able to speak to audiences of all ages and demographics across a wide spectrum of topics.







## PHOTOGRAPHY

Ben is also a professional photographer specialising in travel photography, landscapes, cityscapes and cultural images. He has an exquisite eye for lighting, composition and colour, always creating stunning images that leap off the page. It is this combination of quality photography and creative writing that make Road Less Travelled so unique, providing readers with a truly immersive experience.

Ben has been living life behind the lens for 17 years and brings a wealth of experience to any image he captures with an extensive armoury of creative equipment



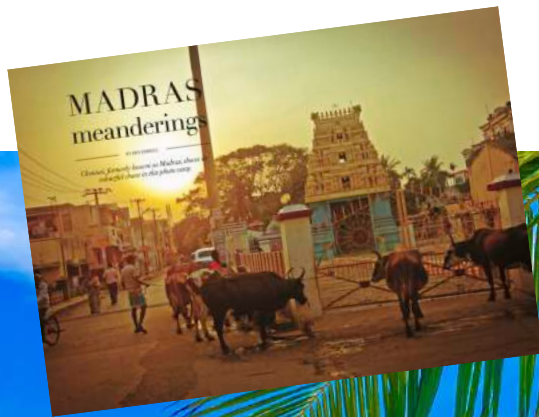


# PUBLISHED WORKS & PARTNERS

Ben has been published in many local and international travel and lifestyle publications and regularly contributes to several magazines, e-zines, print publications and websites.

Ben also has bachelor degrees in the arts and psychology as well as an extensive professional corporate history. He has worked with some of the biggest multi-national organisations on the planet. This experience manifests in his writing, especially when he tackles topics such as workplace culture, motivation, and human behaviour.

Ben's work has been published by some of the biggest names in publishing and translated into multiple languages across the globe.



## FEATURED IN



# AUDIENCE, TRAFFIC & SOCIAL MEDIA CHANNELS

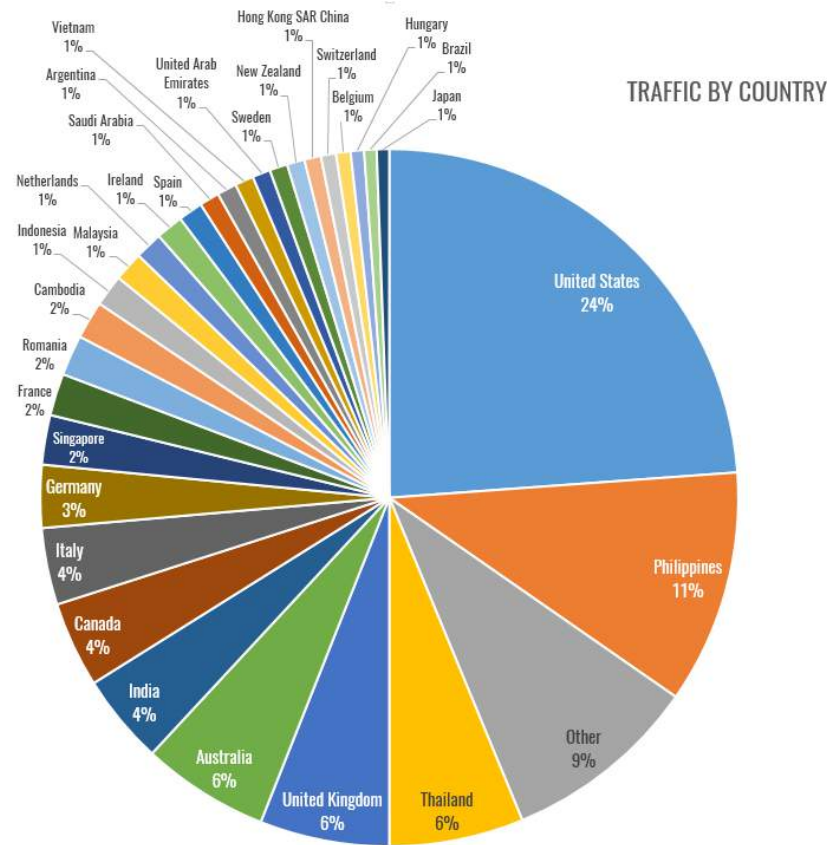


**MONTHLY AVERAGE VIEWS: ~31,082** **MONTHLY AVERAGE UNIQUE VISITORS: ~20,845**

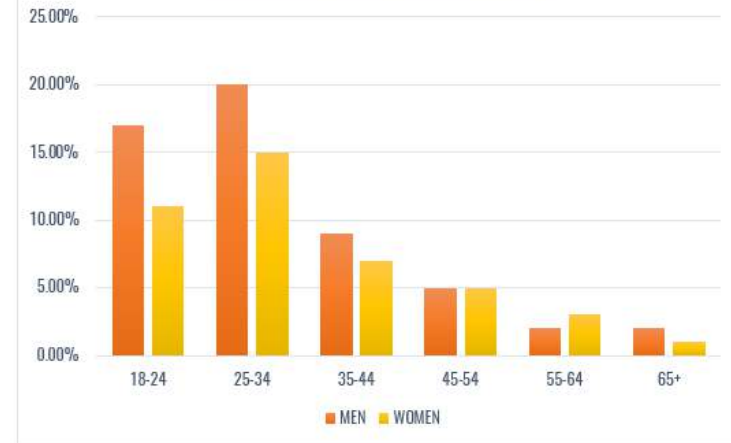
• Data from 2015 - 2016 YTD (Sep '16)

## TOP 5 READERSHIP COUNTRIES

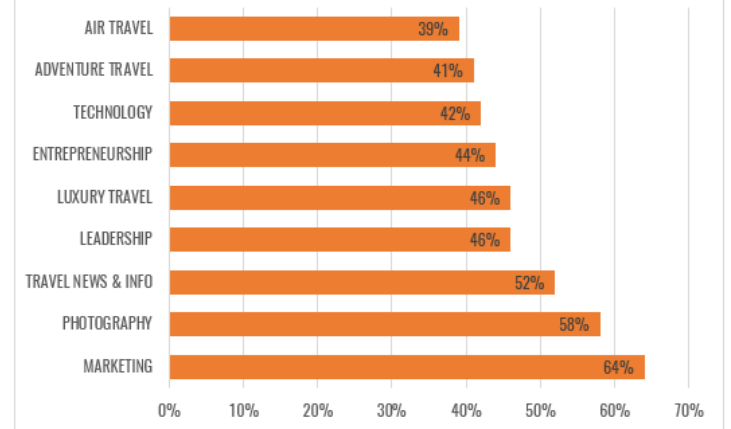
1. USA
2. Southeast Asia – (in region travelers, expats and locals)
3. Australia / UK
4. Canada / India / Italy
5. Germany



## DEMOGRAPHICS: GENDER & AGE



## DEMOGRAPHICS: AUDIENCE INTERESTS



~11,000 Page Likes



~2,850 Followers



~1000 Followers



~1,116 Followers



Klout Score: 64



# WHY ROAD LESS TRAVELLED?



There are plenty of excellent travel blogs out there. There's a lot of adventurers armed with 'GoPros' who have made travel their life and create great blogs capturing their experiences. So why Road Less Travelled? What makes Ben's work different?

Ben is not simply a blogger and Road Less Travelled not simply a blog. He is a creative and talented artist capable of bringing together the craft of writing and the art of photography in a way that blends seamlessly creating an immersive experience for the reader. His work isn't simply a guide about 'where to stay' and 'how much' things cost. Road Less Travelled is experiential travel. Ben writes and photographs in such a way that the reader gains an emotional and sensory experience of a destination, concept or idea without needing to travel anywhere. Of course, his work still has all the details that help people make the right decisions when travelling the globe however, it's much more than that.

Ben's experience in psychology and philosophy give him an ability to articulate his experiences in an incredibly vivid and unique way. It's this journey of story-telling and imagery that takes readers away and this is what makes Road Less Travelled so unique.

**So, stray off the well-trodden path, and take the Road Less Travelled. *I did and that has made all the difference* – Ben Farrell**



# SERVICES OFFERED

## WRITING

- Blog & Article Writing
- Content Writing
- Creative Writing
- SEO Writing
- Copywriting
- Sponsored Posts
- Proofreading & Editing

## REVIEWS

- Experiential Travel & Tour Reviews
- Hotel, Resort & Location Reviews & Promotions
- Press, Tourism & FAM trips

## PHOTOGRAPHY

- Travel & Location Photography
- Commercial & Real Estate Photography
- Drone Footage
- Website, Stock & Catalogue Images
- Image Editing

## MARKETING &CONSULTING

- Social Media Marketing
- SEO
- E-Marketing
- Website optimization
- Creative Consultation
- Project Management





## SOCIAL MEDIA MARKETING PACKAGES

Facebook
\$0 Setup Fee
20 Posts Per Month
3 Original Blog Articles
Graphic Design of Images for Posts & Advertising
Audience Growth Advertising Package
5 Boosted Posts (Part of 20 posts)
Monthly Insights Report
Social Media Strategy Plan
No Lock-In Contract
<b>\$399/mo.</b>

Facebook & Twitter
\$0 Setup Fee
20 Facebook Posts Per Month
20 Twitter Posts Per Month
3 Original Blog Articles
Graphic Design of Images for Posts & Advertising
Audience Growth Advertising Package
5 Boosted Posts (Part of 20 posts)
Monthly Insights Report
Social Media Strategy Plan
No Lock-In Contract
<b>\$550/mo.</b>

Facebook, Twitter + 1
\$0 Setup Fee
20 Facebook Posts Per Month
20 Twitter Posts Per Month
20 Other Network Posts
3 Original Blog Articles
Graphic Design of Images for Posts & Advertising
Audience Growth Advertising Package
5 Boosted Posts (Part of 20 posts)
Monthly Insights Report
Social Media Strategy Plan
No Lock-In Contract
Monthly Skype Debrief
<b>\$699/mo.</b>



# ADVERTISING

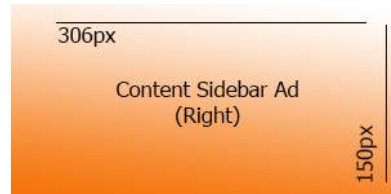
Expose your business to a hungry and diverse audience on the world's most inspirational travel, culture & lifestyle blog!



## Primary Sidebar (Left)

A primary left sidebar advertisement is always visible regardless of which page or post a reader is viewing. The ad may also be linked to an external site in a new tab or window.

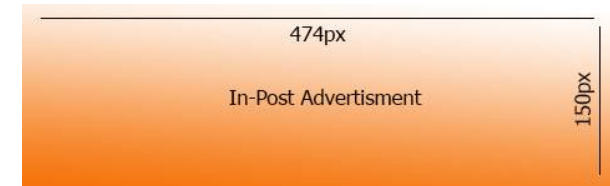
Cost: \$300 USD per month.



## Content Sidebar (Right)

A content sidebar advertisement is visible on all posts & pages on the right hand-side. These are also clickable to an external website in a new tab or window.

Price: \$200 USD per month



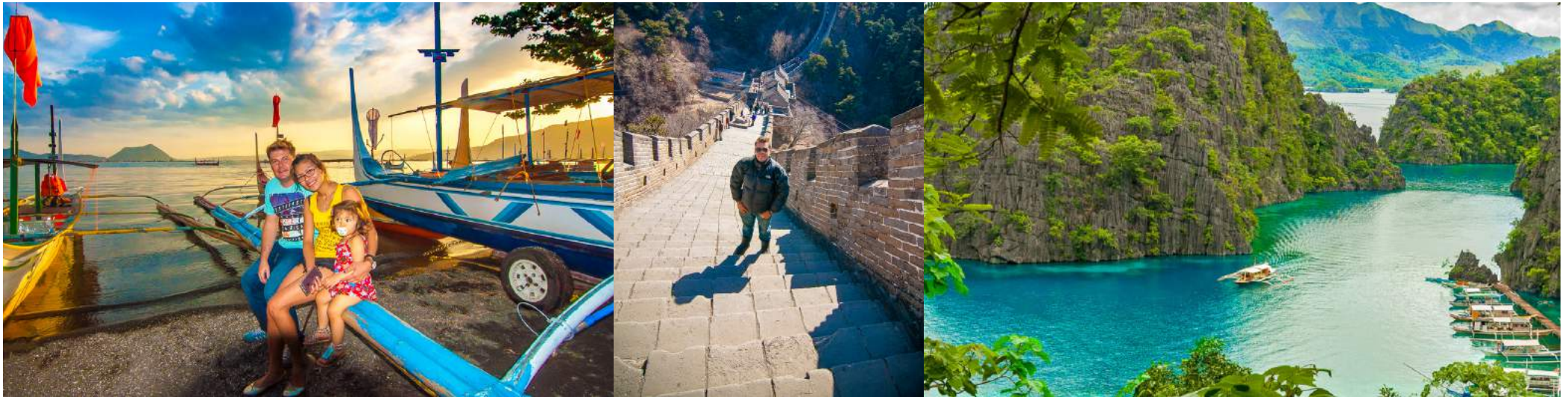
## In-Post Advertisement

An in-post ad is a banner of 474 pixels wide and can be inserted into posts of your choice

Price: \$100 USD each per month







To take the Road Less Travelled and contact Ben today. You will be awe-struck with simply the best quality content, incredible photography and thought-provoking creativity.



- Email: [benfarrell@roadlesstravelled.me](mailto:benfarrell@roadlesstravelled.me)
- Skype: [mynameis\\_benfarrell](#)
- [www.roadlesstravelled.me](http://www.roadlesstravelled.me)
- UpWork: <http://bit.ly/2klv7Vg>
- LinkedIn: <https://www.linkedin.com/in/bencfarrell/>
- Facebook: [@roadlesstravelled.me](#)
- Twitter: [@noamadic Rambler](#)
- Instagram: [@roadlesstravelled.me](#)



*"Ben is an absolutely talented, sharp writer. The text he produces is so rich. He is an absolute pleasure to deal with." – Alec A.*

*"Ben injected energy, enthusiasm and out of the box thinking. He produced superb quality work time after time and was widely applauded" – James B.*

*"Ben was THE single super star that I have had the honour to work with. A rare talent with both artistic and technical skills." – Cindy L.*