

**Candice Holdorf:  
Writing/Creative  
Portfolio**

# SOCIAL MEDIA

 **Health IQ**  
Published by Candice Holdorf [?] · March 11 · 🌐

Quiz of the Day:  
You know lifting weights can build up your muscles. But did you know it can build up your mind too? #HealthIQ #strengthtraining  
<https://goo.gl/NLePNG>



HEALTHIQ.COM  
**Strength Training: Psychological Benefits Of Lifting Weights**  
- Health IQ

👤 5,061 people reached Boost Unavailable

 **Health IQ** @healthiqinsure · Aug 13

Can meditation benefit running performance? Take our #QuizoftheDay to learn how sitting can help you cross the finish line--> [goo.gl/GdaRPg](http://goo.gl/GdaRPg) #HealthIQ #running



GIF

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Health IQ @healthiqinsure · Aug 8

Looking for storage tricks to make your food last longer? Our #QuizoftheDay has got you (and your leftovers) covered--> [goo.gl/k84FYW](https://goo.gl/k84FYW) #HealthIQ #nutrition



Health IQ

Published by Candice Holdorf [?] · January 23 · 🌐

Quiz of the Day:

Have you tried meal kit delivery services? Do you think they contributed to you eating more healthfully? #HealthIQ #nutrition

<https://goo.gl/pVzhPN>



HEALTHIQ.COM

**Cooking: Are Meal Kit Delivery Services Worth It? - Health IQ**

Health IQ advocates for a health conscious lifestyle. We've spent year...

👤 3,113 people reached

Boost Unavailable

# DEDICATED EMAILS

## DEDICATED EMAIL SAMPLE #1: SWIM ACROSS AMERICA & HEALTH IQ

Dear Swim Across America Community,

We hope you are as excited as we are to make waves this 2018 to help fund cancer research. To cheer you on and inspire you towards your own swimming goals, we are happy to announce that our partner, [Health IQ](#), is offering a special rate life insurance product for the Swim Across America community to help you protect your family at an even lower cost.

You can qualify for this special rate if one or more of the following applies to you:

1. Been a member of a qualifying swim organization/group for 1 year or longer.
2. Have race results of a swimming competition or meet within the last 3 years.



Head on over to [HealthIQ.com](#) right now to see if you qualify and to take advantage of this exclusive offer for swimmers.

Happy Swimming!

Swim Across America

GET YOUR FREE QUOTE

### ABOUT HEALTH IQ

Health IQ's mission is to celebrate the health conscious through financial rewards. That's why Health IQ is the fastest growing life insurance company in the United States, saving those who qualify up to 33% lower rates on their Life Insurance.

## DEDICATED EMAIL SAMPLE #2: ASSOCIATION OF FITNESS STUDIOS & HEALTH IQ

Dear Fitness Friends,

The holiday season is just around the corner, and we here at AFS are grateful you are part of our community.

We are excited to announce our recent relationship with [Health IQ](#)—a new type of life insurance company whose mission is to celebrate health conscious runners, cyclists, weightlifters, vegans, yogis, etc. with the lower rates they deserve. Up to 33% exclusive savings. As an active and health conscious trainer or studio owner, Health IQ can save you money on life insurance. See how much money you can save for the exercise you already do.

GET YOUR FREE QUOTE

In addition to offering exclusive savings to health conscious individuals, you can also take advantage of Health IQ's lower rate [life insurance](#) by taking part in a special revenue share program for trainers and studio owners!

**Here's how it works:** Health IQ will provide an email focused on your studio's fitness specialty (for example: indoor cycling, HIIT, boxing, you name it!) featuring Health IQ's unique research and data. You'll then get a personalized URL that will take your clients to a tailored page focusing on life insurance rates based on your studio's fitness specialty. If Health IQ receives a completed application from one of your customers, you receive \$150 in commission. It's that simple!

[LEARN MORE]

### Why work with [Health IQ](#):

- Health IQ offers **up to 33% exclusive savings** for people that have high fitness levels such as runners, swimmers, cyclists, yogis, etc.
- Health IQ is **trusted by the top insurance companies** in the nation such as John Hancock, Prudential, Lincoln, and Mutual of Omaha.
- Our underwriting time is **35% faster than our competitors**, and we secure the top two rate classes for our exclusive products 91% of the time.
- Our in-house underwriters and senior account managers provide **custom-tailored services** for you.

Health IQ is happy to provide you with any other content you need in order to better serve your member base. Again, this offer is 100% optional and is an independent partnership between your studio & Health IQ.

We hope you take advantage of this exciting opportunity—and make a little holiday cash in the process!

Happy holidays and thanks again for being part of our community!

## DEDICATED EMAIL SAMPLE #3: BRAZEN RACING & HEALTH IQ

Dear Brazen Racing Community,

Happy New Year! We hope you are starting the new year with a healthy resolution to come out and join Brazen Racing on January 20, 2018 for our Coyote Hills Half Marathon/10k/5k.

While the new year might conjure up new goals of faster finish times and longer distances, one aspect of racing that often gets overlooked is off-season training. This doesn't mean hanging up your sneakers for 6 weeks while catching up on Netflix. What the off-season does provide is an opportunity to rest and focus on other aspects of fitness that may be under-addressed while you're racking up miles on the trails or asphalt.

That's why our partner—[Health IQ](#)—has sent over some favorite tips for maximizing the health benefits of off-season training. Health IQ is setting a new standard for the life insurance industry by using in-house research to convince life insurance companies that health conscious people, like runners, deserve lower rates. Their tips are intended to help you stay fit in the off-season and help better your race times.

1. **ROLL IT OUT.** How many recovery contraptions are collecting dust in your closet? The off-season is a great time to bust out that foam roller, massage stick, or inversion table to help improve your range of motion—which can help reduce injury during the season. Just 5 minutes a day can help.
2. **BALANCE YOUR BODY.** Got strong quads but puny hamstrings? Do you favor your right side over your left? The off-season is a great time to focus on strengthening muscular imbalances—which can hamper your performance. Try 1-legged deadlifts to strengthen your hammies and target your weaker side.
3. **GET YOUR OM ON.** Incorporating yoga 2x a week not only increases flexibility, it can also help calm the mental chatter and create the focused mindset you need to beat last season's finish time.
4. **PUMP SOME IRON.** Don't be afraid of adding strength training to your routine. In fact, stronger legs means better endurance and an increase in your body's ability to use oxygen efficiently. Add some wood chops into your routine to strengthen your lower body, back, core, and shoulders.
5. **HANG WITH THE FAM.** Hours racking up miles can also mean hours spent away from your loved ones. Take time in the off-season to prioritize family connection to help keep you motivated and prevent burnout. Hey, maybe they'll join you for a relaxed off-season workout!

Thanks Health IQ for sharing your favorite tips for off-season training and for helping all of us runners save up to 33% on life insurance just for doing what we love! Head on over to [HealthIQ.com](#) and fill out a short application to take advantage of the special rates they have for runners.

Happy New Year and see you at the finish line!

Sam, Jasmin, and the Brazen Crew

# BLOG

## **BLOG SAMPLE #1: POST WRITTEN FOR HEALTH IQ PARTNER SITE, SPARTAN RACING**

<https://life.spartan.com/post/obstacles-athletes-watch-looking-fairly-priced-life-insurance>

Munjal Shah, CEO and co-founder of Health IQ, is a man on a mission to improve the health of the world. But his approach uniquely targets the already health conscious, like Spartan athletes. He firmly believes that health conscious people should be celebrated for their dedication to a healthy lifestyle. Getting special rate life [insurance for athletes like Spartan Racers](#) is just the first stop on Health IQ's mission.

Life insurance companies have historically relied on information and methods to calculate risk when pricing premiums that can unfairly miscategorize athletes as higher in risk—resulting in imprecise underwriting and higher rates.

As an athlete, here are 6 obstacles you might run into when looking for life insurance:

1. **You have a high BMI.** BMI tests can't tell the difference between muscle and fat. Athletes often have a higher proportion of muscle— healthy bulk rather than unhealthy fat. Find a life insurance carrier that understands the reason behind your BMI.
2. **You have a low resting heart rate.** Most life insurance carriers categorize normal resting heartbeat as 60-100 beats per minute. Health conscious people, especially endurance athletes, can have resting heart rates as low as 40 BPM. Look for an insurance carrier with the expertise to recognize that your low heart rate is a sign of your healthy lifestyle.
3. **You have a family history of disease.** While family history certainly can be important when assessing one's risk, it should not be the determining factor. Living a health conscious lifestyle can greatly lower one's risk. Be sure to emphasize the health conscious steps you are taking to reduce your risk when talking to a carrier.
4. **You're a vegan or vegetarian.** Many carriers don't take into account the fact that research studies have reported that vegetarians have a 24% reduced risk of death from heart disease and vegans have a 16% lower risk of colorectal cancer. Working with a life insurance company that understands the benefits of a vegan or vegetarian lifestyle can greatly benefit your rates.
5. **You have high cholesterol.** While cholesterol levels can certainly provide important feedback about health, using total cholesterol as the absolute marker of health risk can unfairly categorize low-carb dieters. Be sure to mention any special diets you are on and ask if your carrier can focus on triglyceride levels and HDL (good) cholesterol instead.
6. **You have a chronic health condition.** While chronic disease certainly affects health, there is a difference between a diabetic who sits on the couch eating desserts and one who is fueling his/her obstacle course race with complex carbs. Be sure to mention the health conscious steps you are taking to manage your chronic health condition when speaking with a carrier.

Keeping these above tips in mind can help health conscious people—like Spartan Racers— reap the financial benefits of all those WODs, races, and foregone desserts as well as tackle the unnecessary obstacles that can arise when purchasing life insurance.

#### **More About Munjal and Health IQ:**

Munjal's own journey from unhealthy Joe to health conscious CEO began in 2010, when at age 37 he ended up in the emergency room with chest pains. The serial entrepreneur had sold his company to Google the day before, and his health hadn't been a high priority. Munjal's health scare served as a wake-up call: he was determined not to suffer a heart attack in his 40s like his father, and over the next several years he lost 40 pounds, changed his diet, and completed three marathons.

Not only did Munjal discover for himself the hard work it takes to become health conscious, so did his team of co-founders—all of whom were touched by a personal health challenge or that of a family member, such as Brett Cooper, who went from 320 pounds to 190 after 2+ arduous years of trial and error with nutrition and fitness, and Gaurav Suri, who lowered his high cholesterol and blood sugar levels (and lost 50 pounds) through healthy diet and exercise.

Through their own journeys to health, the co-founders realized that staying committed to one's health was really difficult and asked themselves: what if there were a way to improve the health of the world by celebrating those who choose to put in the work of maintaining a healthy lifestyle? That's when Munjal and his team co-founded Health IQ in 2013.

Throughout Health IQ's early days, Munjal and his team acted as the company's guinea pigs, going through monthly body mass index exams and OGTT tests—which measures glucose tolerance—to assess their own health consciousness.

Finally, Health IQ landed on creating fun but challenging science-based quizzes that individuals could use to assess their own health consciousness—their Health IQ—and over the next few years more than 1 million people took the signature Health IQ quiz. When analyzing this proprietary data, Health IQ observed that people who scored better also just seemed to be healthier, and that the health conscious had a lower risk of premature death. From this data, Health IQ began to forge ahead as a leader in special rate life insurance for the health conscious.

To learn more about Health IQ and apply for special rate life insurance for Spartan Racers, visit [HealthIQ.com](https://www.healthiq.com).

#### **ABOUT HEALTH IQ**

Health IQ's mission is to celebrate the health conscious through financial rewards. That's why Health IQ is the fastest growing life insurance company in the United States, saving those who qualify up to 33% lower rates on their Life Insurance.

## BLOG SAMPLE #2: POST FOR HEALTH IQ BLOG

<https://www.healthiq.com/blog/5-tips-get-pedaling-national-bike-work-day/>

### 5 Tips To Get You Pedaling On National Bike To Work Day

May is National Bike Month, with May 18 being the designated [National Bike To Work Day](#) (local observance dates can vary). While for some this might be the beginning of a whole new season of healthy transport, for others commuting by bike might seem like a daunting task. That's why we've compiled a few of our favorite tips—including some from our [own commuters at Health IQ](#)—to better prepare you for pedaling to the office on May 18!

#### 1. Alternate biking with mass transit/carpooling.

Biking to work might feel daunting to some people simply because of the distance alone. Some people live several miles from work or live in areas without proper [biking infrastructure](#) such as designated bike lanes or wider shared-transportation lanes. That doesn't mean you have to give up on the health benefits of commuting by bike altogether! You can take mass transit part of the way—many buses have bike racks on the front and some subways have designated bike areas on trains—and bike the rest. Alternatively, you can carpool with a co-worker to work—if the car has a bike rack or wheels come off and your bike can be stored in the trunk—and bike home. However you choose to do it, even a few minutes of biking before or after your work day can be the beginning of a healthy new way to commute.

#### 2. Start out commuting 1-3 days a week.

If you're new to cycling, 5 days a week of commuting by bike may seem a bit overwhelming. It's good to start out with a frequency that feels achievable, such as 1-3 times a week. Once your stamina improves as well as your confidence on the road, it's safe to say that you'll be prepared to add more commuting days—making it less of a chore and more like fun.

#### 3. Don't fear the sweat.

Many new bikers think they have to buy fancy clothes to be a cycling commuter, lest they smell like gym locker. But most folks aren't biking to work à la the alpine course of the Tour de France. If your commute is less than 5 miles from home, you can usually just wear your normal work clothes, as chances are you won't work up much of a sweat. If the commute is longer, it's easy to simply freshen up in the work bathroom and change into a different pair of pants (if you choose to wear cycling shorts). If your office doesn't have a shower, explore the possibility of using a nearby gym to shower. Just be mindful to wear bright, visible clothes during the day and reflective clothes at night and biking to work will be no sweat!

#### 4. Map your route ahead of time.

Many online mapping systems such as Google Maps or [local city bike apps](#) will map your route for you—taking into account biking infrastructure which can drastically increase your safety as well as flat roads, which make for easier travels. Mapping your

route ahead of time well prepares you for the trip ahead, which keeps you safely focused on the road and enjoying the scenery.

#### **5. Obey the rules of the road.**

While it's tempting to weave between cars and roll through red lights, the safest way to commute is by obeying the rules of the road. This will ensure that your bike ride is ticket and injury-free—which makes for a better overall experience. Ride with the flow of traffic, stick to the right side of the road, always use hand signals when turning, ride single-file (unless passing another cyclist), and give pedestrians the right-of-way. Finally be sure to keep an extra eye out for swinging car doors, as people exiting parked cars might not see you.

We hope this list—as well as our own Health IQ bike to work quiz—better prepares you for a fun and health conscious way to commute to work—as bike commuters have a [41% reduction of all-cause mortality](#) vs. those who commute by car. And speaking of being prepared, check out [HealthIQ.com](https://www.healthiq.com) and learn how to prepare for your family's future by taking advantage of Health IQ's exclusive savings on life insurance rates for health conscious people. We also invite you to join the Health IQ community. Follow and tag @HealthIQ in your cycling photos or join the [Health IQ Cyclists Group on Facebook](#).

## BLOG SAMPLE #3: POST FOR HEALTH IQ BLOG

<https://www.healthiq.com/blog/5-best-podcasts-vegan-athletes/>

### The 5 Best Podcasts For Vegan Athletes

Vegan athletes are increasingly becoming the superstars in today's sports world. Professional athletes like Venus Williams, Scott Jurek and Abel "Killa" Trujillo are an inspiration to all who choose to live a plant-based lifestyle. And is it any wonder that more and more athletes—and everyday folks—are choosing to go veg? Research shows vegans have a 19% lower risk of mortality from heart disease than meat eaters and a 49% lower risk of type 2 diabetes.

But can you go the distance—and gain muscle—on plants alone? You bet! With so many erroneous assumptions about vegan living floating around on blogs and podcasts, it can be confusing for anyone wanting to parse the facts from the fads. That's why Health IQ has put together a list of resources for anyone interested in making the switch from a meat-based diet to a plant-based lifestyle. If you're a vegan athlete—or if you're an athlete considering going vegan—you can listen and learn from the five podcasts below.

#### 1. The Rich Roll Podcast

Rich Roll is an inspiration to many athletes and his podcast is considered by many to be the place to go for all things vegan. Since dropping meat and animal products from his diet at age 40, Rich has completed numerous ultramarathons and Ironman competitions. He even finished an EPIC5 CHALLENGE, which involves completing five Ironman competitions within a week.

Rich is an encyclopedia of vegan knowledge—and if he doesn't have the answer, one of his friends definitely will. [The Rich Roll Podcast](#) features interviews with prominent vegan coaches, athletes, chefs, activists and doctors. You won't find many resources that offer better information about transforming yourself through vegan-based diet and exercise.

#### 2. The No Meat Athlete

The [No Meat Athlete podcast](#) is hosted by Matt Frazier, an ultramarathon runner based in Asheville, NC. For each episode, Frazier typically gives vegan nutrition and exercise advice. For instance, Episode 195 tells beginning runners how to prepare for their first 5K race. Episode 173 offers recipes for 12 quick and simple plant-based meals.

Frazier also devotes some episodes to topics like motivation, behaviors, setting goals, recovering from workouts and the benefits of eating a vegan diet. His podcast is great for helping listeners understand both what habits to implement as well as why and how those benefits help the vegan athlete.

#### 3. Found My Fitness

If you want advice from someone with a PhD in biomedical science, you should turn to Dr. Rhonda Patrick and her podcast [Found My Fitness](#). Some of the Found My Fitness episodes take deep dives into technical subjects. Listeners who are interested in how food fuels their bodies will find these deep dives useful. If you want lighter subject

matter, she's also got you covered in her short episodes about basic nutrition and recipes.

Some of the best Found My Fitness podcasts, however, include 45-minute discussions between Dr. Patrick and guests. Even if you're wary of listening to two doctors talk about protein aggregation and mitochondrial dysfunction, you should give these episodes a try as Dr. Patrick's fun style and insightful questioning will leave you enlightened and entertained.

#### **4. No Bull With Anna Wildman**

Anna Wildman gained a lot of recognition with her initial podcast, Running Vegan Radio. Since then, she's rebranded her podcast as [No Bull With Anna Wildman](#) and explores topics outside of running and veganism. Despite the change, she still spends a lot of time talking about running and vegan diets. Wildman quit her day job in 2017. Now, she spends her time traveling and making her podcast. As a result, you get to listen to her interview vegan and fitness enthusiasts from all over the world. Some episodes will also give you a taste of what it's like to live as a vegan in foreign countries like Taiwan and Japan.

#### **5. Nutrition Facts With Dr. Greger**

Dr. Michael Greger became famous when his book, *How Not to Die*—which focuses on extending your life by eating a plant-based diet—became a *New York Times* Bestseller. His podcast, [Nutrition Facts](#), discusses many of the topics covered in the book. Other topics that he discusses include connections between diet and fatigue, the latest research on cholesterol and the health benefits of eating certain plants. Dr. Greger excels at making technical information easy to understand.

#### **6. Honorable Mentions**

[Sonya Looney](#) is a vegan mountain biker who interviews a variety of athletes at the top of their game, [Muscles by Brussels](#) instructs listeners on how to live the vegan bodybuilding lifestyle, and [Vegan Warrior Princesses Attack](#) goes beyond veganism and fitness into other related topics. Other podcasts that often talk about veganism in the context of athleticism include [Lean Green Dad](#), [The Tim Ferris Show](#) and [Curiously Veg Radio](#). We hope this list kickstarts your search for high-quality tips and recipes from today's superstar vegan athletes.