



About Me

Creative storytelling for heart-centered, earth-loving brands

PORTFOLIO

Johanna DeBiase

I'm a published author, MFA-trained writer, and wellness guide with over a decade of experience in literary storytelling, community building, and mindful living. My work has appeared in acclaimed journals and earned writing awards. I currently share slow-living, nature-based writing with 1,500+ Substack subscribers.

I help conscious brands, healers, artists, non-profits and small businesses find the words that fit—language that feels like home, not like marketing.



Services

Authentic Content Writing

For brands with a message that matters



WEB COPY

Aligned storytelling that reflects your mission and vibe, includes Home Page, About page, services or offerings pages, retreat and course landing pages and more, always with clear, intuitive calls to action so your audience knows where to click, what to explore, or how to connect with you.

Rates: \$200 per page

Custom bundles available for multi-page sites.



BLOGS OR ARTICLES

Long-form (1,000-1,500 words), evergreen, SEO and GEO-driven blog posts and articles for your website or platform in your brand voice. Whether these are heartfelt reflections, uniquely curated advice, highly-researched essays or a combination of all of the above, they serve to deepen your message and attract your people to your work. Build community with your insightful expertise and invite others to comment and share.

Rates: \$300 per post

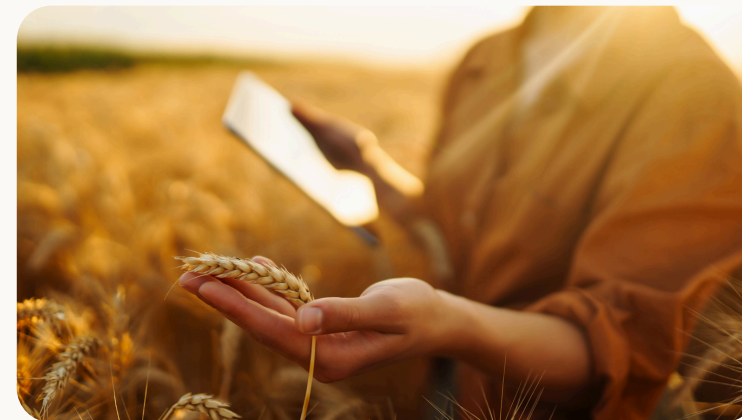
Services



NEWSLETTER GHOSTWRITING

Email newsletters (500-800 words) sent to your subscribers that are personal, anecdotal, and in your voice and tone. Whether you are sharing a life update, launching something new, announcing an event or just staying connected to your community, I help you say it with clarity and warmth. Include calls-to-action like donating, registering for a class or learning more to keep your readers engage.

Rates: \$150 per letter



LEAD MAGNET + EMAIL FUNNEL

Whether you're launching a new offer or welcoming people into your world, I'll help you create an email sequence that nurtures connection, builds trust, and guides your audience from curiosity to commitment. This includes an intriguing lead magnet (free gift or resource) and email series with compelling calls to action in your authentic brand voice.

Rate: starting at \$500 (custom packages available)



Need writing across multiple platforms—like web copy, newsletters, ritual guides, or creative content? I offer custom bundles and monthly retainers starting at \$500/month.

Web Copy: Brand Home Page, All Of Us Stardust

PORTFOLIO

Dear Pilgrim, Dear Seeker, Dear Initiate,

Once upon a time, you were a barefoot, feral child who befriended bugs and talked with trees. Until you were told it was all "make believe," and you stopped trusting yourself and your relationship with the natural world around you.

When you are disconnected from nature, you are disconnected from yourself.

This disconnection can cause you to feel like you are unworthy, unsupported and without a sense of true belonging. You can end up spinning into cycles of self-doubt, looking to others for validation, and pushing yourself harder and harder for a fulfillment that seems out of reach.

The natural world longs to be in relationship with you again. If you are reading this, the wild within you is calling, all you have to do is answer.

What is the Wild Within?

Do you hear a call from deep within your core for something unnamed, untamed that does not exist in the world of modernity, something much more ancient that you can't quite pinpoint?

Have you searched for it everywhere in therapy, meditation, wellness retreats, on the yoga mat, in the media, but you've only been able to graze its meaning, never able to fully integrate and embody this craving for something more?

***Return to who you
were before the
world tamed you.***

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Does your yearning feel elusive, only rarely quenched in dreams, in trance, in myth, art and music, and always in nature?

The wild within is the part of you that can reach into the darkest night and pull out a seed of enormous transformation to heal the whole world, the part of you that cries from long ago ancestral pasts into the far away future, the part of you that makes magic of stones, casts spells with songs, shifts energy with your hands, reaps the wisdom of trees, howls in the moonless night, the part of you that does not shy away from the taboo but laughs at it with a trickster yelp and welcomes it in for supper.

Web Copy: Non-profit About Page, Taos Land Trust

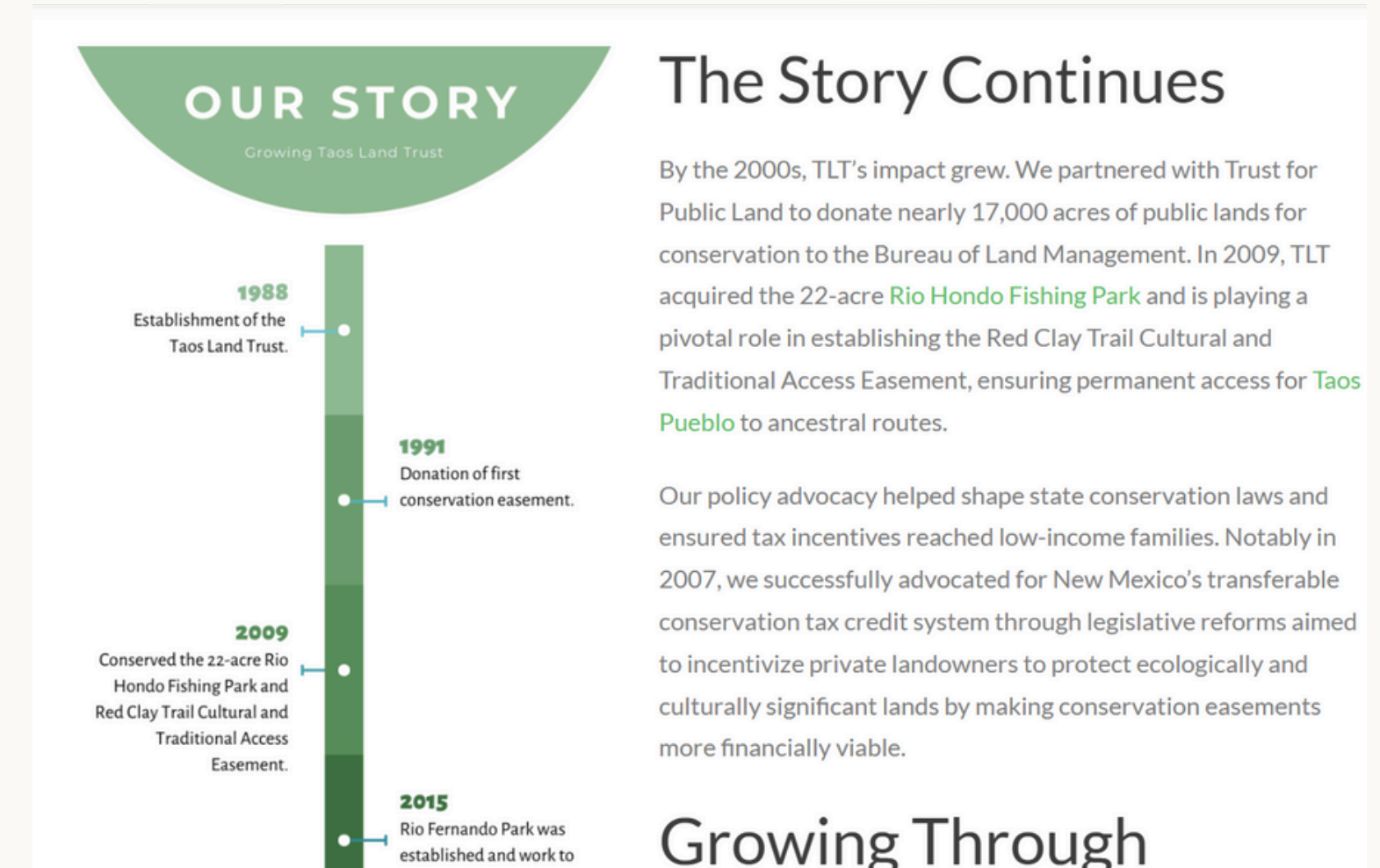
How We Took Root

In the late 1980s, a quiet crisis unfolded in Taos, New Mexico. A beloved stretch of open land was lost when its owners faced steep inheritance taxes. Forced to sell, the family watched as decades of stewardship slipped away. This loss galvanized a group of local visionaries to act, sparking the creation of the Taos Land Trust (TLT) in 1988, the first land trust in New Mexico.

With a dream to protect Northern New Mexico's land, water, and cultural heritage through education, advocacy, and conservation, our founders championed voluntary conservation easements, a tool allowing families to retain ownership while safeguarding land from development. In 1991, novelist Frank Waters and his wife Barbara stepped forward, donating TLT's first easement of 8 acres bordering Taos Pueblo, the first ever conservation easement in New Mexico.

The Story Continues

By the 2000s, TLT's impact grew. We partnered with Trust for Public Land to donate nearly 17,000 acres of public lands for conservation to the Bureau of Land Management. In 2009, TLT acquired the 22-acre Rio Hondo Fishing Park and is playing a pivotal role in establishing the Red Clay Trail Cultural and Traditional Access Easement, ensuring permanent access for Taos Pueblo to ancestral routes.



Our policy advocacy helped shape state conservation laws and ensured tax incentives reached low-income families. Notably in 2007, we successfully advocated for New Mexico's transferable conservation tax credit system through legislative reforms aimed to incentivize private landowners to protect ecologically and culturally significant lands by making conservation easements more financially viable.

Blog/Article Post: Our Uncertain Future Substack

Discover the Joy of Slow Living: How to Simplify Your Life and Reduce Stress

There are many reasons to live off the grid, but one that is most important to me is Slow Living. Slow living (SL) means that no matter what is happening in the world, I am able to stay connected to what is most important. I stay centered within myself, fully resourced, connected to the land around me, and loved by friends and family. It means that I only need to handle what is right in front of me right now: the dishes in the sink, my recent blog post, my daughter returning from her day, the spider crawling across the wall, or the ache in my left hip. SL is about living a slower life, with intention and mindfulness.

What is Slow Living?

- SL invites us to focus on what is most essential to our lives, authenticity, values and joy.
- This means reducing distractions, setting boundaries, reducing commitments and prioritizing our fulfillment.
- There is a bit of anti-materialism thrown in there as this ethos necessarily asks us to consume less.
- It is often equated with sustainability, emphasizing quality over quantity, as well as buying local and ecofriendly or secondhand products.
- SL allows you to connect more deeply with your local community and your immediate surroundings as you stay more focused on the present moment, appreciating what you have instead of seeking more outside yourself.

- All this leads to a more meaningful life of purpose and contentment.
- SL is also about choosing rest over stress.

Is Slow Living for you?

We all have a primordial longing to slow down and savor life without stress or trauma though many of us feed off our modern world of busyness and stimulation, afraid of what we might discover if we slow down for too long. And though it isn't out of reach for anyone, it's certainly not an easy task.

For one, we live in a hyper-masculine/yang society that values traits such as speed, efficiency, productivity, ambition, action, working hard, movement, determination, pushing forward, decisiveness, accomplishments, competition, etc. There is nothing wrong with these characteristics, except that they are over-emphasized and out of balance.

The quieter feminine/yin traits of receptivity, flow, openness, stillness, imagination, rest, community, deliberateness, nuance, etc. are often perceived negatively in our society as too weak, passive, irrational, submissive, ineffective or unpredictable. Interests traditionally seen as feminine—such as beauty, romance, or nurturing—are often dismissed as trivial or shallow.

When you read these two sets of traits side by side, yin and yang, what reaction do you have? Do you believe one is more important than the other?

Read more [here](#).

Newsletter: Letters from the Slow Lane

Dear friends,

It rained this afternoon, a rare thunder that circled just above our casita. I opened all the windows and let in the scent of petrichor and wet sage. Water is such a treasure in the desert, manna, nourishment. I knew this was the moment I was waiting for. The rain loosened the soil. It was time to do what I had been resisting, to pull the growing tumbleweeds from my backyard.

I dressed in long pants and long sleeves to protect myself. Outside the clouds hung low and the air was refreshingly cool. Still, I sweated as I yanked and dug up shallow roots of the thorny invasive weed, so pervasive on land where sagebrush has been removed.

An hour in, I had completed a single patch near my back gate. I saw the horehound in the side yard and the dry grasses in the front all calling me to complete the job. A loud part of me demanded I keep weeding; I had already geared up, I was already started, might as well finish.

But a quieter part asked me to put down my shovel, remove my work gloves and stroll into the sunset. I listened to the whispers.

The sun balanced between horizon line and the grey cumulus burned through the sky like an eyeball gazing on the world. Three nighthawks circled and cried overhead. I breathed deep in the evening air.

Just a short walk. My house beckoned me back to settle into evening, to cook dinner and finish my book. But I was grateful for the momentary lapse in achieving. A time out of time to simply be effortless in the world.

When was the last time you did something for no good reason, did nothing for the sake of nothing? Are you glad you did? Comment below and let me know. I'd love some fresh inspo.

Take it easy,
Johanna

PORTFOLIO

Get in touch
with me to
schedule a free
discovery call

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