



I am Jaibala Rao, the face behind the blog. Academically a Microbiologist, I am a Blogger, Freelance writer and a Web Columnist. Words define me and both writing and reading compete to be the love of my life. My biggest belief is that there is something good in everything and I always look to highlight the best in things. Creative writing is my forte.

My School of Thought is simple and straight forward. Showcasing quality creative content is the ideology of the blog. MSoT has been showcased on Indian Top Blogs. I write passionately and honestly about things that matter. I cannot claim to change the world, but I want people to spend a minute and reflect after they read something that I have written. My posts/articles are well researched, grammatically accurate and error free.

AUDIENCE

My Social Presence is rising quickly. A large number of the readers of my blog are influencers themselves.

DEMOGRAPHIC

Reader Gender: Almost 80% of my readers are female
Page Views Per Visitor: 6.5
Reader Age: Between 25 - 40
Location: India and USA

SITE TRAFFIC

Page Views: 36397
Unique Visitors: 4573
Alexa: Global: 369083
Alexa India: 25789
Bounce Rate: 32%
Time on Site: 11:46

Note: Data for July 2016
PS: All Text in Bold are links



245

My School of Thought



459

Jaibala Rao



1165

@JaibalaRao



179

@Jaibalarao

SPONSORSHIP AND CAMPAIGN OPTIONS

- Sponsored Posts
- Special Creative Content
- Brand Ambassadorship/ Partnership
- Sponsored Series
- Reviews/Interviews
- Guest Posts

TESTIMONIAL

We appreciate your efforts in this well written post. You've written it with a purpose that I'm sure readers will understand. Totally gets the readers hooked to the post!
AskMe.com

ALSO FEATURED/ SEEN IN





SPONSORSHIP OPTIONS

- **SPONSORED POST**
A Custom written 400 word blog post. The Keywords and Links if any will be provided by the client.
- **SPECIAL CREATIVE CONTENT**
For the times you want to get more creative with your bands promotions. I also write poems, jingles, stories to fit the brand message, all incorporating the key words.
- **BRAND AMBASSADORSHIP / PARTNERSHIP**
If the content that I regularly put out works well with your brand, we could work out some kind of a specific partnership.
- **SPONSORED SERIES**
A series of three posts of 400 words each.
- **REVIEWS / INTERVIEWS**
Reviews of books , products and services and interviews of service providers, Authors and generally change makers that fit the brand message.
- **GUEST POSTS**
I am open to guest posting for blogs that fit my brand image.

NOTE

- The product promotions and guest post by brands will be allowed only if they fit the image of the blog.
- I reserve the right to accept or deny promotions of products, advertising or guest posts by brands after discussion and as per my discretion.
- Payment Shall be made within 10 days of the post going live or the end of the month which ever is earlier.
- I am available for contact between 9AM and 5PM on the phone. I do not respond to calls on a weekend.
- Emails at contact@jaibalarao.com are checked promptly.
- Alternate Email : myschoolofthought@yahoo.in
- Blog Contact Form: <http://jaibalarao.com/contact-me/>

PS: All Text in Bold are links

PAST COLLABORATIONS

- Colgate India
- Askme.com
- KidZania Mumbai,
- Asus ZenFone,
- Edielweiss Tokio Life
- Tata Capital
- India Tmes
- Comedy Hunt Review
- Housing.com
- Sipahh India