



**MyFixitUpLife** is a multimedia DIY + home improvement story-telling brand.

MyFixitUpLife is a personal home improvement brand created to help homeowners achieve their home goals through how-to projects, hands-on product reviews, design strategies, and real life remodeling through a popular website, social media channels, books, TV segments, podcasts, videos, how-to clinics, and live presentations.

## MEDIA KIT · 2026

Mark + Theresa · DIY · Home Improvement · Design · Tools · Real Life

## The Brand at a Glance

**3,000+**

published blog posts

**1,000+**

home & how-to videos

**Millions**

monthly reach

**MyFixitUpLife** is a DIYer's make-anything resource.

MyFixitUpLife's power couple Mark & Theresa can make everything from knitwear to a city park.

**MyFixitUpLife** is high-energy entertainment.

MyFixitUpLife is a DIY infotainment brand that's fun, friendly, and informative.

**MyFixitUpLife** is trendsetting and trend-spotting.

MyFixitUpLife offers a sneak peak at what's new in home and renovation products.

**MyFixitUpLife** is credible.

With 20+ years of honest professional advice and DIY leadership, Mark and Theresa are licensed contractors who are recognized experts from the design studio to the job site.

**MyFixitUpLife** is a personal story.

Creators and married DIY duo Mark and Theresa share personal home improvement and life improvement anecdotes as the husband-and-wife raise their family inside their 120-year-old FixitUp American Foursquare.

**MyFixitUpLife** is created by husband-and-wife team Mark & Theresa. As professional licensed contractors and writers they always have a project in process, and have reviewed thousands of products, sketched loads of plans, and written books and piles of articles for magazines and websites.

With energy and humor brought from living the home improvement lifestyle in a 120-year-old Fixer-upper, Mark and Theresa swap stories and give followers the real-deal know-how to handle what it's like in their own MyFixitUpLife. They offer insights into building, designing, and living through renovations as professionals and as a family.



## Audience & Reach

MyFixitUpLife community is a mix of Do-It-Yourself and Do-it-for-me homeowners, and professionals. 71 percent of our audience is men, 93 percent are college educated, and our fans' top interests are home & garden, the outdoors, and art. Most are between 25 and 54 years old.

**Facebook:** 157,000+ followers, 1.3 million views monthly

**Twitter:** 15,900+ followers

**Instagram:** 25,600+ followers

**Pinterest:** 1.3+ million impressions monthly

**YouTube:** 66,800+ subscribers, 31.9+ million views, 500,000 per month; 73% male, 76% between 18 and 54 years old

**Podcast:** 240+ episodes with millions of listens online and on the radio with a new season coming soon!

**TikTok:** 21,500 likes

**MyFixitUpLife.com:** Filled with experts in the industry and celebrities from national home & style shows, answers to fans' how-to questions, and product reviews and news. Mark and Theresa have created 3,300+ blog posts and 1,000 videos about design trends and DIY tips, tool reviews, how-to advice, expert interviews, and product reviews.



## Why MyFixitUpLife Works for Brands

MyFixitUpLife sits at the intersection of professional expertise and relatable home life. That makes the brand useful for brands that want more than a one-off product mention. We provide a credible reason for your product to exist in a real project and in a real home.

### Credible expertise

Licensed contractor and designer perspectives, backed by years of professional work, media appearances and product experience.

### Demonstration-first content

Tools, materials, products and techniques can be shown in context through projects, reviews and how-to content.

### Design + construction

Mark brings carpentry, tools and jobsite knowledge and Theresa brings architecture, color, design, crafting and upcycling. What makes them special is that Mark can design and Theresa can build.

### Storytelling

The brand is rooted in a real family renovating and living in an older home—not a studio-only makeover narrative.

### Cross-platform reach

Website, video, social, podcast, TV, radio, books, live presentations and clinics give partnerships multiple content formats.

### Personalized approach

Connect around speaking and collaboration opportunities and currently features how-to guides, tool reviews, design tips and remodeling expertise.



## Meet Mark + Theresa

**Media experienced.** Mark and Theresa have shared their skills on national and local TV, including SMTs, morning news shows, Food Network's *Save My Bakery*, *Extreme Makeover: Home Edition*, *Restaurant Impossible*, and HGTV's *Going Yard*. They write articles, host videos, and contribute as expert sources for popular DIY media.

**Giving back.** Mark and Theresa believe it's important to share their skills to help others have safe and healthy homes. Theresa is a brand ambassador for Habitat for Humanity's ReStore, where she shares her love of reusing and upcycling and teaches clinics in local stores. Mark and Theresa also have volunteered with Rebuilding Together and worked to help with home and community projects after a tornado that hit within a mile of their home, Katrina, the EF-5 tornado in Joplin, and Superstorm Sandy.

### MARK CLEMENT

Carpenter • Licensed Contractor • Tool Specialist

Mark knows more about tools than anyone has a right to know. For two decades he has been reviewing tools for national publications. From docks and decks to kitchen renovations, licensed contractor Mark loves moving fast on the jobsite.

He was the general contractor for Food Network's 'Save My Bakery,' and a project manager for 'Extreme Makeover: Home

Edition,' and expert guest on PBS, DIY Network, Discovery Channel, A&E, NBC's 'The 10! Show,' 'Good Day Philadelphia,' and other national radio and TV programs.

Mark has contributed to Men's Health, Old House Journal, Fine Homebuilding, This Old House, Popular Mechanics, BobVila.com, and Extreme How-To magazines. He teaches clinics for JLC Live! and other trade shows, and is the former

award-winning executive editor of Tools of the Trade.

Mark is the author of the critically acclaimed novel *The Carpenter's Notebook*. As a black belt in Shaolin Kempo Karate, a former competitive Spartan Race elite, rugby player, a triathlete, marathon runner, and urbanathlete, Mark's energy and skill are undeniable.



### THERESA CLEMENT

Designer • Color Expert • Certified Aging-in-Place Specialist

Theresa is passionate about creating personalized spaces that work for real life. She was formally trained in architecture, is a Certified Color Consultant, and a Certified Aging-in-Place Specialist. She contributes regularly to BobVila.com, Men's Journal, Habitat for Humanity International, and was the designer for Food Network's series 'Save My Bakery,' and designed for 'Extreme Makeover: Home Edition.'

She's shared her skills with NBC's 'The 10! Show,' Extreme How-To, Remodeling, Residential Architect, Better Homes & Gardens, Real Simple, and AOL's DIY Life. She created a card game called Build it!, and is an author of Do-It-Yourself Home Improvement, DIY Quick Fix, and Complete Guide to Shelves & Built-Ins.

Devoted to historic architecture and family, she serves on her town's Planning Commission, served on her town's Main Street Board, created a Design Prescription for Alzheimer's, and was Executive Director of Race Against the Sun, a melanoma 5K and nonprofit she co-founded in honor of her sister-in-law. Her daily yoga vinyasa keeps her grounded.



## Partnership Opportunities

A media partnership can be built around your brand's natural strengths and current goals rather than forced product placement.

| Format                   | What it can do                                                                           |
|--------------------------|------------------------------------------------------------------------------------------|
| Sponsored how-to         | Product becomes naturally integrated as part of a useful project or tutorial.            |
| Tool / product review    | Hands-on evaluation with professional context and practical takeaways.                   |
| Branded video series     | A multi-episode project, tips series or renovation story.                                |
| Social content           | Short-form demonstrations, tips, before/after, product education or project updates      |
| Website content          | SEO-friendly articles, guides, product integrations or project features.                 |
| Podcast integration      | Naturally integrated expert segment, product give-away or sponsored episode integration. |
| Live / event appearances | Clinics, demos, trade shows, workshops and speaking appearances.                         |
| Brand ambassadorship     | Longer-term expert relationship built around authentic product use.                      |

## Current Special Project Opportunities

**Habitat for Humanity ReStore Project Series.** Natural inclusion of your product into an upcycle/refresh project designed by Theresa. Project blogs with photos and step-by-step instructions are posted on [Habitat.org](https://www.habitat.org) and each project how-to is shared on social media.

**Workshop Building Series.** Participate in the MyFixitUplife workshop build and have your products featured during the video series and companion social media. Plus, your products will be featured in future content as the workshop will serve as a DIY lab and studio for video and podcast production.

## Let's Build Something Together

MyFixitUpLife is available for brand partnerships, product collaborations, speaking, demonstrations, media appearances and how-to projects that show off your brand's products through our real expertise.

### CONTACT

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### WEBSITE

[MyFixitUpLife.com](https://MyFixitUpLife.com)