



The
BABY SLEEP SITE®
Helping you and your child sleep



Personalized Sleep Plan®

Prepared for a Family Like Yours

CONFIDENTIAL

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Background

Name	Jane
Age	4 months
Medical Issues	Reflux
Temperament	Perceptive, intense, persistent

Introduction

Thank you for taking the time to take a look at one of our Personalized Sleep Plans®! You have taken an important first step in helping your baby sleep: seeking out more information about a Personalized Sleep Plan® by The Baby Sleep Site®. **We have been making these for 10+ years, now, and make over 50 decisions for each plan (yes, we counted!)**

There are many different ways to teach your baby how to sleep better and success is defined differently for each family. **There is no one size fits all approach to baby sleep, after all!**

Our Personalized Sleep Plans are generally 15-30 pages long if you printed it (though it's a fairly quick read!) and **a detailed guide prepared just for you and your family.** In this section, we often give you some general background as far as how this sleep plan was created just for you. Let's move on to the nitty gritty!

If you read through this and find you would like a Personalized Sleep Plan® crafted for you and your family, please visit <http://www.babysleepsite.com/services>

Not sure if you have a problem with which we can help? Book a 15-minute evaluation today!

<https://www.babysleepsite.com/personalized-baby-sleep-evaluation>

Problems Identified

In this section, **we reflect the problems we identified after reading your sleep history**, which you will submit via online questionnaire that takes approximately 10-20 minutes (not necessarily all in one sitting). Before we create a Personalized Sleep Plan for you and your family, we need to know details about you and your baby/babies, as well as what you may have tried before, your goals and aspirations, as well as your philosophy on helping your baby or toddler sleep. This Personalized Sleep Plan is just the beginning! Here is an example:

- Jane cannot sleep without being held
- Jane is waking frequently at night
- Jane is not napping sufficiently for her age

High-Level Goals

Similarly, we want to make sure we fully understand **your short- and long-term goals** and so we will list them here.

- Jane to sleep in longer stretches and, eventually, through the night
- Jane will only wake for age-appropriate feedings, if any
- Jane to be able to nap at grandma's house
- Jane will nap longer
- Jane will sleep in her crib (or continue co-sleeping or ...)
- Jane will continue sharing a room (or move to her own room or ...)

Recommendations

Here, you will find the meat of the Personalized Sleep Plan. This is where our primary recommendations reside and will include details on the specific sleep problems we see, what sleep coaching method we recommend based on your history, how exactly to implement the changes to any routines, etc. This section is typically approximately 5-10 pages, but don't worry, it's a quick read. We know you're sleep-deprived after all!

Nights

It sounds like Jane is waking frequently at night to be fed and rocked back to sleep. This is a common problem and you are not alone! When it comes to changing sleep routines, it is my recommendation to first work on...

Naps

Since naps are commonly a different “animal,” we often break our recommendations for naps into a separate section, though we will often utilize the same sleep coaching method as we describe in the Nights section. However, **sometimes the same method doesn't work** with both. That just means we make modifications and that's where your follow-ups come in handy, if you have a more challenging baby! **You can't ask a book a question, but you can certainly ask your sleep consultant!** 😊

Although short naps are common in this age group, 20 minutes is generally not long enough even to be considered an actual "nap." Based on your description, it sounds like she needs to be held in order to nap for a long time, since she is napping 1-2 hours in your arms. This is not uncommon at this age, and her ability to self-soothe *every* time will be limited. It is my recommendation that we help her learn to

Recommended Schedule

In this section, we share more about your baby's schedule and what problems we might see. Sometimes the schedule is a very important aspect to get right in order to **set up your baby for sleep coaching success**. We will often also include feedings in the recommended schedule. A hungry baby will *not* sleep well, and we have a very **holistic view of baby sleep**! Everything is connected.

At this age, you can expect 11-12 hours of sleep at night and... However, since Jane is...

Therefore, here is my recommended routine specifically for Jane:

Time	Description	Notes
7:00	Wake and Feed	
8:30	Nap (asleep by this time)	

Day-By-Day Plan

In this section, **we divide all of our above-written advice into achievable goals** to keep it more manageable and keep you committed. In addition, this helps you see how long we anticipate your sleep coaching will take. Although some babies may be “done” in 3-4 nights, yours may not. Generally, we see great strides in most babies within two weeks, but some need longer. Each Day-by-Day plan will be different for different families with different sleep problems, different goals, different age babies (especially if there is a baby and a toddler, for example), etc. When you are sleep-deprived, this plan is helpful to be able to view at-a-glance. In addition, you can print it out and put it on your fridge and check things off, showing your progress. Very rewarding!

Nights

Stage 1: In the first few nights, I recommend we focus solely on ... to keep it manageable and limit stress on Jane. She is still young and may struggle to learn this quickly, but with your time, consistency, and follow through, she will improve her sleep skills. We still expect two night feedings at this age for a breast-fed baby, but since she is feeding four times right now, it's important we not withhold feedings in this stage. So plan to feed her...

Stage 2: Now that Jane has worked on _____ for a few nights, your goal is to then take the next step and work on _____.

Stage 3: By now, Jane should be sleeping much better, but things may not be perfect. At this point, your goal will be to _____.

Stage 4: If she is still eating four times a night (some will drop feedings in the earlier steps), your goal will be to....

Naps

Stage 1: I recommend we first focus on _____.

Stage 2: Next, we should focus on having Jane _____.

How Your Philosophy and Baby's Temperament Influenced This Plan

In this section, we reflect on why we chose the sleep coaching method we did and what you might expect.

With Jane's persistent temperament, I recommend we limit crying, especially at this age. This is why I've recommended a gentler plan above. This would also fit in with your philosophy not to use "cry it out" at this stage, which I completely understand. Considering Jane is adaptable, she...

Setbacks

No matter how good a sleeper your baby becomes, he or she is bound to go through many phases. **We understand how frustrating setbacks can be and you need to know how to handle them!** We often help clients as their babies become toddlers and go through common stages such as nap transitions, developmental leaps, transitioning to toddler beds, etc. It is wise to expect setbacks, but it's helpful if you know how to handle them. It feels great to be prepared, so we give you some things to consider and tools to use as you move beyond sleep coaching.

A common trouble spot is during teething, illness, or during/after travel. It is important to know that...

Frequently Asked Questions

We do many Personalized Sleep Plans each year and know that there are common questions among many parents. We try to share these here to help you in your journey. However, many parents have questions of their own and we are happy to answer those as well. That's why we're here!

What Parents Are Saying

This section doesn't go into the Personalized Sleep Plan®, but we thought you may want to hear from parents like you who reviewed this blank sleep plan prior to receiving theirs, too! Who doesn't love a great story, right?

"Hello! THANK YOU for the wonderful sleep plan! My husband and I were both so impressed. We have noticed such a tremendous difference in the way our baby sleeps at night. Benjamin is now sleeping through the night (most days), and goes to sleep at bedtime independently with no crying. We truly didn't think it was possible. We thought our baby would be the exception that couldn't be taught haha! But he is doing so great at night, and we have you to thank for that." –Amanda, Fort Gratiot, MI

"Ladies, you are geniuses!!! Thank you so, so much. I can't remember the last time I felt this good. Here's why: We got our sleep plan on Tuesday, started to implement it yesterday and have had HUGE successes. To start with, we were so impressed by the scope of the plan. It is so in depth and comprehensive and we couldn't wait to get started. So last night we started working on bedtime- no nursing to sleep. I (Megan) was home alone and prepared for the hours it was going to take to get

George to sleep. How anticlimactic. I nursed him first, did the rest of our bedtime routine and put him into the crib at 6:15. He played, rolled around, got a little anxious after about 10 min so I just went in and rubbed his tummy and got him to chew on his lovey (a little Winnie the Pooh doll) and left after 5 minutes. By 6:40 the kid was asleep. NO CRYING at all. He then slept longer than he has in weeks (about 6.5 hours) and when he got up to nurse, he didn't fall back asleep nursing. He was like, "Mom, I got this, you can leave now." So I put him in his crib awake in the middle of the night and he put himself to sleep AGAIN! He then slept for another 5 hours. Unprecedented. And now, I'm sitting here with the video baby monitor, watching as he just put himself to sleep again, just like last night. Sorry to make this email so long, but as I'm sure you can relate- this is BIG NEWS!! We are so excited to move forward and so proud of our little guy. Thank you!!!

-Megan (& Jason :), Los Angeles, CA

"Ferdinand and I just wanted to thank you for putting such a clear and comprehensive plan together. You have surpassed our expectations - the sample personalized sleep plan on your site does not do you justice!

The plan was clear and incredibly detailed but with simple, actionable steps based on your (obviously vast) experience. Most importantly, we feel it is tailored to us and to Klara's temperament - which means that we have a huge amount of confidence in it, and feel it is a plan that we can be committed to, and stick to consistently. This is in stark contrast to the past, where we knew where we wanted to go, but could not put together a clear day by day plan to get there (the sleep deprivation did not help with clarity of thought!)" **-Barbara, London, United Kingdom**

"When I met Nicole my son was 16 months old. I tried to have my son "cry it out" 3 different times. It just wasn't working! He was an extremely colicky baby and had a lot of health issues so I held him all the time. He would only nap with me holding him and would start off in his crib at night but would wake up about 6 or 7 times before midnight. I read numerous books, talked with many people including his pediatrician but no one could help me. I was at my wits end and it was affecting all aspects of my life. My husband found Nicole. She has changed our lives! She created a plan that started working within 2 days. She knew exactly what I was going through. All those months I felt so alone but not after working with Nicole. She was in tuned with me and my son. I learned so much from her not only about sleep habits but also temperaments. I started to realize my son is a spirited boy but I didn't know how much that affected his sleep.





I needed a different approach and Nicole developed it to a tee! I can't begin to tell you how grateful my husband and I are for her! My son transitioned to 1 nap (in the crib) and sleeps 12 hours at night (in the crib). He wakes up occasionally but soothes himself back to sleep. He even wakes up happy now not crying! I feel much better knowing I can contact Nicole for advice for years to come. Her sleep consulting packages are very affordable and her website has so much good information. She has a wealth of knowledge and is willing to share it. We can't thank you enough Nicole! You are such a blessing!"

-Emily, Rancho Cordova, CA

"Thanks very much! Great ideas, you are welcome to share our progress, I was so skeptical as I have read every sleep book and blog and was so careful not to use sleep props etc. I was certain that I could sleep train on my own and yet my second child was almost 2 and keeping me up practically the entire night! I really needed someone to just simply tell me what to do and you saved me! In only a week I had a whole new life- I can now enjoy my family and focus on the real joy in living because I am not exhausted every day. It may be the best money I've ever spent, I have recommended you to several friends already. Thank you!" -Jen, Encinitas, CA

Read more parent stories [here](#).

Conclusion

I hope you have enjoyed this "tour" around our Personalized Sleep Plan®, a mini e-Book written especially for you. If you are ready to get your Personalized Sleep Plan®, we'll see you soon in The Baby Sleep Site® Helpdesk! 😊

Learn more here: <http://www.babysleepsite.com/services>

Good luck!

About The Baby Sleep Site®

The Baby Sleep Site® (<http://www.babysleepsite.com>) specializes in baby sleep products and consulting services. The company was founded by Nicole Johnson, sleep coach, wife, and the mother of two boys. With a B.A. degree from UC Berkeley and an MBA from Ohio State University, Nicole also received an honorary degree in “Surviving Sleep Deprivation,” thanks to her son’s “no sleep” curriculum. She is an expert on infant and toddler sleep and has a team of sleep consultants with a wealth of professional experience in child/infant development, behavioral health, and medical/nursing. The Baby Sleep Site team has made it their mission to help other parents solve their child’s sleep problems.



All sleep consultants are carefully chosen with their diverse backgrounds in mind. They go through extensive training to learn the strategies and philosophies of The Baby Sleep Site in order to provide you with a knowledgeable, thoughtful, supportive, and consistent experience no matter where you are in your journey to better sleep.

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