

The Cost vs. Benefit of Hiring a Sleep Consultant

While it may seem strange to pay for baby or toddler sleep help, this is really no different than paying for any other professional service. If you hire someone to mow your lawn, to clean your house, to walk your dog, or to wash your car, you are paying for services that you could technically do yourself. You pay for them, however, because you don't always have the time or energy to do these tasks yourself. It's not necessarily that you can't do them; it's that you sometimes choose not to. For some families, this is what personalized sleep consulting is: they are hiring a consultant to help them work through a problem that they do not have the time or energy to work through on their own.

For other families, however, hiring a consultant is more of a necessity than a luxury. We work with many families who have tried sleep coaching again and again, only to fail. In these cases, they are turning to our team of experts for help with problems that they just cannot solve. In many ways, this is similar to paying a contractor to redo your kitchen, or paying a mechanic to fix your car, or paying a barber or hairdresser to cut or style your hair, or paying an accountant to prepare your taxes. These are services that usually require an expert and that many of us can't do on our own.

As for the cost of our sleep consulting, it is on par with the cost of other professional services and reflects the personalized attention you'll receive from an expert consultant. Just as you pay your tax preparer to work up personalized calculations for your tax owed, you pay your sleep consultant to create and aid you in implementing personalized sleep recommendations. While we wish we could provide these services for free, the time we take with each family makes it prohibitive.

As for HOW to pay for your consulting services — most of our clients can easily pay for their consulting package by simply giving up small indulgences, like their morning Starbucks, their bi-monthly manicures, or a few expensive date nights. As with so many things, paying for sleep consulting is about prioritizing, and most of our clients find that by simply trimming non-essential expenses in some areas, they are able to come up with more than enough money to purchase professional sleep help.

In the end, the families with whom we work feel that the investment is worth it -- and sometimes, they point out that paying for sleep consulting has saved them money in other ways! Many parents have told us that being more rested means they can actually cook and prepare meals again, which eliminates the need for take-out. Other parents have told us that being rested once more has allowed them to finally go back to work, something they felt was impossible during the height of their sleep deprivation. Still others report feeling far more focused at work and achieving better performance reviews (which are often linked directly to bonuses).

Of course, only you can decide if the investment is worth the return for your family... but if our tens of thousands of clients are any indication, this is going to be some of the best money you've ever spent!

Looking back, I realize now that I learned so much from Nicole. Had it not been for her never-ending support and words of encouragement, I would have lost it by now. No joke. Nicole saved my baby's sleep, my marriage, and my sanity. I could not have done ANY of this without her, and I would recommend her to any mother who is struggling like I was. **Her help was worth WAY more than the money I spent on my consultation! What she does for exhausted parents – and what she did for me – is priceless.**

– Nadia – UT, United States

"I just wanted to let you know that Sophie is doing GREAT at night. It took us about 2 weeks. She went from 8-10 night wakings to 0-1, and she's sleeping in her own crib. I can't even believe it. I feel like I had tried EVERYTHING. We're working on naps now, but they haven't been too much of a struggle. **I feel like a new person with all this extra sleep! Thank you so much. This might be the best money I've ever spent!"**

– Rachel, OK, United States

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