

# YOUR BABY SLEEP EXPERT

*Helen Cummings*

Proven calm baby sleep approach



## PROPOSAL TITLE

Date



**Prepared for:**

Name | Company

E:  
W:

**Prepared by:**

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# PROPOSAL IN BRIEF

This proposal is to provide my specialised service packages designed to support expectant and new parents within your company.

Understanding the significance of early parenthood, my workshops aim to equip participants with practical skills, knowledge and expert advice to prepare for life with a newborn. With an emphasis on interactive learning, I offer a blend of theoretical insights and hands-on practice to ensure a calm and confident start to their parenting journey.



**“Helen initially carried out a ‘prepare to be a parent’ consultation in our home to help us prepare for our twin’s arrival this was really helpful.**

**When our twins were born Helen returned to help us giving us 48 hours support once a week. Helen adores babies and is able to understand their needs and support the babies to feed and sleep well.**

**Her expertise is incredible we feel very lucky to have had her to support us all. The twins are now sleeping well. We are going to miss Helen.”**

**Dad & Dad of twins.**



# BABY CARE & SLEEP PROPOSAL

## Service Packages Overview

### **Newborn Care Essentials: A Workshop for Parents -to - be**

#### **Features:**

- A comprehensive 3-hour workshop specifically designed to support expectant parents by giving them clarity and confidence to find their parenting path starting from the moment they hold their baby in their arms.
- Interactive sessions give a hands-on opportunity for participants to learn practical skills using dolls some of the baby care basics covered are nappy changing, winding techniques, bathing, feeding support, safe swaddling, and safer sleep guidelines
- As a baby sleep expert, I will demonstrate possible calming and gentle sleep-shaping techniques to help support your baby to sleep well.
- Provision of all necessary materials for practice (nappies, swaddling sheets).
- Limited to 16 participants to maintain an interactive environment and allow for a dedicated Q&A session.
- Ideal for enhancing employee well-being and offering direct support for expectant parents within the company.

#### **Additional Services available :**

- **Lunch and Learn Sessions:** The informal team calls cover various aspects of baby care, sleep and development.
- **Pop-Up Talks:** 'Your Baby Sleep Expert' lunchtime sessions focusing on promoting a calm baby sleep approach to encourage your baby to sleep well
- **Training for leaders** on how they can support their colleagues through the challenges and crises that can arise for example miscarriage, rainbow pregnancy which is a pregnancy after a loss, stillbirth or Post Natal Depression in either parent.

# BABY CARE & SLEEP PROPOSAL

## Service Packages Overview

### Enhanced Support Package Features:

- Up to six one-to-one bespoke online consultations for personalised advice throughout the baby's first 15 months. These consultations offer tailored advice that can cover a range of baby care, sleep and development topics or concerns.
- The consultations can be adapted for the care of multiples and to support parents with postnatal depression.
- After discussion with you, I will take into account the individual needs, concerns and preferences you have for yourself, your baby and your family. I will then create a personalised plan to help give you solutions to move forward.
- Designed to provide ongoing support and tailored advice to new parents as their baby develops ensuring they feel supported at every stage of their parenting journey from paternity leave to returning to work.

My workshops are welcoming to expectant and new parents, as well as embracing and supporting a diverse range of parents. This includes parents of multiples, single parents, adoptive parents, surrogates, transgender parents, grandparents, and anyone who is preparing for the arrival of a newborn into their life. I also take into account the range of cultural perspectives around parenting.



# BABY CARE & SLEEP PROPOSAL

## Executive Parental Support Package

### Features:

- An exclusive 3-hour practical newborn care essentials workshop in a private setting for the expectant parents or with a family member or friend covering all aspects taught in the corporate workshop but in a more intimate environment.
- Personalised nursery planning and safety consultation if conducted in the home.
- A 48-hour 'Welcome Home' in-person support package during the baby's first month, offering hands-on help and expert advice on all aspects of baby care, including overnight support to allow parents to rest and recover.
- Up to 6 one-to-one bespoke online consultations throughout the baby's first 15 months. These consultations offer tailored advice that can cover a range of baby care, sleep and development topics or concerns.
- The consultations can be adapted for multiples and to support parents with post natal depression. ensuring a level of support befitting your leadership team's unique needs
- This package is crafted to provide the highest level of support and privacy for senior management, ensuring they can balance their professional and personal lives effectively.

**“Helen is a veritable font of baby knowledge having said that, you can decide which of Helen’s suggestions you follow, and she will support you in that.”**

**Mum to twin girls**

# CASE STUDY

## Introduction

As a professional baby sleep expert, I had the privilege of working with two surgeons who sought my assistance during their transition into parenthood. Understanding the demanding nature of their work and the limited time they could take off, they recognized the need for support in ensuring they could get restful sleep after their baby was born.

They approached me to create a calm and peaceful sleep shaping plan that would facilitate their much-needed rest, especially for the father who had a short window before returning to his surgical duties.



## Challenge:

The challenge I faced was to provide comprehensive support to the couple, enabling them to balance their professional responsibilities with their parental duties while ensuring they could all achieve restful sleep.

It was crucial for me to find a solution that allowed them to fulfill their commitments as surgeons without compromising their well-being or the well-being of their newborn.

# CASE STUDY CONTINUED

## Solution

I began working with the couple shortly after their baby's birth, offering overnight care for the infant.

This allowed the parents to have restful sleep and rejuvenate themselves. Throughout the night, I diligently monitored the baby's well-being, ensuring a safe and comfortable environment. In the morning,

I provided them with a detailed report, outlining the baby's night and offering suggestions to help them all have a calm day ahead.



## Outcome

With my support, the baby quickly settled into a consistent sleep shaping pattern, thriving in terms of feeding and sleep.

This not only contributed to the babies well-being but also enabled the parents to experience restful nights, essential for their demanding professional lives.

By ensuring the parents received sufficient sleep, I helped them maintain their focus, concentration, and overall performance as surgeons.

in their professional roles while embracing the joys of parenthood. By providing comprehensive guidance and support, I fostered an environment where the parents felt empowered and equipped to balance their personal and professional responsibilities effectively.

This case study exemplifies the positive impact of my services on working parents, demonstrating the value of prioritizing restful sleep for optimal performance and overall well-being.

# ABOUT HELEN



With over four decades of experience in baby care and a proven track record of supporting families worldwide, I am committed to offering unwavering support to expectant and new parents. My mission remains steadfast: to be a trusted resource, providing expert advice both online and in person, as corporate companies seek to foster a supportive environment for their employees.

I take great pride in sharing my proven approach to encouraging calm baby sleep, ensuring that not only the baby but also the parents can obtain the rest they need to thrive and excel. As a trusted and qualified expert, I possess a wealth of knowledge in all aspects of baby care, sleep, and development.

Being a mother of four children and a proud grandmother, I understand the joys and challenges that come with welcoming a baby into one's life. It is always a privilege for me to offer support to parents during this transformative time. By partnering with corporate companies, I aim to contribute to the well-being and overall success of their employees by providing comprehensive guidance and support in navigating the journey of parenthood. Together, we can create an environment where working parents feel empowered, supported, and equipped to balance their professional responsibilities with the joys and demands of raising a child.





# TERMS

## Rates

### **Corporate Group Workshop Package**

Pricing: £1000 per workshop session.

### **Enhanced Support Package.**

Pricing: £5,000 for the comprehensive package.

### **Executive Parental Support Package**

Pricing: £10,000 for the premium package.

## Terms

- Payment is requested in advance for all services
- VAT is not included
- Access to a training facility to deliver workshops on your premises is required.

## Assumptions

Travel within Edinburgh & Lothians included.

Travel expenses beyond Edinburgh is not included.