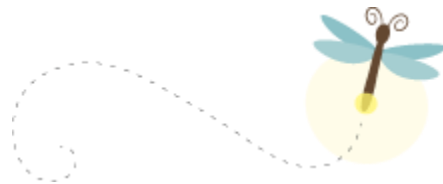


Media Kit
For
Strong Little Sleepers



Lori Strong
Strong Little Sleepers

For Media Inquiries, Please Contact:

512-843-2256
info@stronglittlesleepers.com

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Meet Lori Strong of Strong Little Sleepers



Lori Strong is the Founder and Owner of Strong Little Sleepers. As a Family Sleep Institute Certified Child Sleep Consultant, Strong Little Sleepers was started on the idea that families need and deserve to get a good night's sleep. Quality sleep is a necessity, and starting your child out with the skills to sleep well can only help them in the future. Lori was the first certified child sleep consultant in Austin, Texas and was honored as Best Sleep Expert in the 2013 Austin Birth Awards. She combines her experience as an educator and a parent to offer customized sleep plans and support to families across the country.

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Credentials

Lori was certified by the Family Sleep Institute (FSI) and is also a Certified Happiest Baby Educator. This makes her an expert on child sleep as well as newborn soothing and calming.

She is a member of the International Association of Child Sleep Consultants and Central Texas Perinatal Coalition.

Lori hosts a weekly Q&A session on her Facebook page- Strong Little Sleepers every Friday from 1:00-2:00 CST. She answers questions from parents who may be having trouble with a variety of sleep issues with their newborns, toddlers, and older children.

She also conducts monthly local classes in Austin, Texas including Newborn Calming classes and Sleep Support Groups.

Personal Information

Lori was born and raised in New York. She has a BA from Colgate University and a MS from SUNY Cortland. She worked as an elementary school teacher and reading specialist for 8 years in New York and Pennsylvania. Lori and her husband, Brett relocated to Austin, Texas shortly before the birth of their son, Jonah. Lori, Brett, 8 year old Jonah and 4 year Simone still reside there.

“I highly recommend working with Lori! I thought I knew all the basics of how to sleep train since this was my second child. She provided several changes that made all the difference.”

About Strong Little Sleepers

Strong Little Sleepers is a child sleep consulting service that works to empower parents and children with the tools they need to be terrific sleepers. Lori works with expecting families to teach them to how to establish healthy sleep habits when they bring their little ones home from the hospital. She also consults with families with babies, toddlers, and children up to 6 years old. Some of the reasons moms and dads have sought Lori's services include:

- Establishing healthy sleep habits in the first year.
- Newborn calming techniques and support
- Nap scheduling
- Sleep training (using a variety of methods)
- Nap transitions
- Moving from a crib to a bed
- Eliminating bedtime battles
- Managing sleep with siblings (including multiples)
- Travel, new environments and how it affects sleep
- Empowering children and parents

How to Work with Strong Little Sleepers

We begin with a detailed intake form which describes the sleep issues the family is having, general schedule, feedings, and sleep goals. Parents then consult with Lori via email, phone, or in-person so that she can help formulate a sleep plan that is customized for their family. Once a plan is agreed upon, Lori provides a written plan, and then continues with follow-up support as the family begins to implement changes. The follow-up support is critical as this keeps parents focused and motivated. It also allows the families to celebrate their successes and make guided changes if necessary.

In the News

Lori Strong is an award winning expert in the child sleep consulting industry. She is available to comment on topics including child sleep consulting and newborn soothing and calming techniques. For an interview, please email stronglittlesleepers@gmail.com.

The Stir— August 2014

[5 Mistakes Moms Make When Moving Toddler from Crib to Bed](#)

Baby Proofed Parents—August 2014

[The Child Sleep Consultant](#)

Mom.Me – June 2014

[Can Eating Solid Foods Keep My Baby Awake At Night?](#)

YNN News 8 Austin—March 2014

[How to Help Your Child Get a Good Night's Rest](#)

Seattle's Child- March 2014

<http://www.seattleschild.com/article/parent-tips-daylight-savings>

Metroplex Baby and Kids Featured Metro Mom of the Month—August 2013

<http://www.metroplexbaby.com/MetroMoms/FeaturedMoms/2013/AugFeature.htm>

Colgate University Alumni Spotlight – Colgate Scene Winter 2013

<http://news.colgate.edu/2013/12/lori-brier-strong-98-teaches-the-abcs-of-catching-zzzs.html>

“Working with you was life changing. We are all sleeping so much better now.”

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Testimonials of Strong Little Sleepers

I first turned to Lori when our 2 1/2 year old was so chronically fatigued that she could barely make it through pre-school, wouldn't play with her toys, and would constantly ask to lie down. This was despite the fact that she was getting a full nap every day and (what I thought was) a full night's sleep. We went so far as to get blood work to test her for a variety of conditions. It never occurred to us that even though the total number of sleep hours was there, the timing and quality of her sleep could be the key to her issues.

Lori quickly identified some key areas that we could change, and over the course of two weeks we saw a dramatic difference. She was even there a month later to help when a new issue sprung up.

Thanks to her easy demeanor and depth of knowledge, we knew exactly where to turn when our 6 month old stopped sleeping through the night. Lori came up with a full plan of both short-term and long-term solutions that we could slowly implement as we felt comfortable. I'll never forget what she said when I first contacted her: Imagine a life where both of your children are asleep by 7:00pm and the rest of the night is yours alone for you and your husband. It was so far from our current reality that it felt like a fantasy. But I'm exceedingly happy to report that that's right where we are with our 3 year old and our 10 month old.

Sleep issues are not just frustrating, but emotionally defeating and physically draining. I had read several sleep books when my children were little, but without someone to look at their exact schedule and habits, it was impossible to know how to attend to their needs. Lori did an excellent job of walking us through the steps and getting our nights back - twice!

--Sarah B.

Mom of a 2.5 year old and a 6 month old

We are on our third consecutive week of happy times at our house. B is going down at 7 and has been sleeping through the night almost without fail. A couple of minor interruptions along the way, but by and large we are in fantastic shape. He makes 'nary a peep when we put him in his crib now, and recently has taken to actually REACHING OUT for his crib as we're doing some soothing bouncing/snuggling/singing in the lead-up time to putting him down. He doesn't fall asleep immediately most nights, but he talks quietly to himself for a few minutes then goes silent. Very cute... Thank you again for the advice and pep talks. This has been a total game-changer. No more blaming the baby for sleep deprivation!

- Stacey S.

Boston, MA.

Mom of a 9 month old

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When I first began to talk to Lori regarding sleep training my 8 month old boy, I went into it thinking that I had nothing to lose by trying. I also felt like the possibility of us making it through it was slim. My sister believes in co-sleeping, my husband did not want to hear any crying at all, and my parents actually built him a baby hammock swing so that he could continue to be soothed in that way all night as needed. Meanwhile, I was noticing that my baby boy was not sleeping for more than 15 minutes without needing either to nurse or be rocked. During the day, his eyes were red and the poor thing was so sleep deprived, at times nothing helped to soothe him. I was also completely tied up with him. I couldn't spend any time in the evenings with my 8 year old daughter. I knew something needed to be done.

I followed Lori's individualized and well thought-out plan. She was also very patient to answer many of my questions along the way, and some of them I know were redundant. Lori has a great way of offering support and advice without passing any judgment.

Even I couldn't believe the results! My son had a rough first night and I almost gave up the plan. It only took a day for me to realize that my baby was really struggling all along anyway. Lori's reassurance helped me gain the confidence I needed in the plan to carry it out. After that we made leaps and bounds. The baby began to go to sleep on his own in the crib and sleep through the night within a week. I now have time in the evenings with my daughter and the baby gets the rest that he needs on a daily basis. Thank you Lori for your coaching and patience!

Komal A. Austin, Texas. Mom to an 8 month old

Lori is a miracle worker. She was able to help transform my daughter's sleep and get us back to good (great, actually). Her compassionate, holistic approach to restoring sleep is a blessing to our family. Her help is worth its' weight in gold...thank you, thank you, thank you!

-Sue S. New Jersey

Mom to a 2.5 year old

We contacted Lori in a zombie-like state after 7 months of no sleep with our twin boys. Lori listened to every detail of our situation, and gave us a straightforward, easy to implement plan that worked with our existing routine and lifestyle. A skeptic from the start, I am still amazed at how well her plan worked. Within just a few nights they were already sleeping significantly better, and within a week or so they were sleeping for 12 hours! Now they are sleeping soundly for 12 hours with no fuss at bedtime. I feel like a whole new person!

-Alyssa T. Austin, Texas. Mom to 7 month old twins

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As first time parents we never anticipated that 7 months after the delivery of our son we would be hiring a **sleep consultant!** We read all the pregnancy, delivery, and lactation books available, but no materials prepared us for the stress that comes with trying to soothe an already overtired baby to sleep. Needless to say, our son was not the best sleeper. C was not sleeping in his crib, took 30 minute naps, and had to be held or nursed while sleeping. After meeting with Lori she helped us to evaluate C's current sleep patterns and environment and applied her expertise to design a plan that fit our lifestyle and working schedules. Lori's true personal investment in our success and availability throughout the process encouraged us to continue with our plan. As a result, within a week C fell into a great nap schedule sleeping 1-2 hrs per nap, went to sleep easily on his own, and began to sleep longer stretches at night. We now feel confident that we can continue to encourage healthy sleep habits not only for C, but for our future children as well!

*-Allison and Michael W.
Austin, Texas
Parents of a 7 month old*

Lori helped my 16 month old son get rid of bad bedtime habits when I didn't know what else to do. She helped me feel like a more confident parent by giving me real answers to what I should and should not be doing to teach him how to be a strong little sleeper. Having a toddler that struggles with sleep is exhausting for him and both emotionally and physically exhausting for the parents. I don't know that I, or my husband, would have been able to get our son the rest he needs without Lori's help. We can't recommend the service she provides enough. She was extremely attentive and available for all the hiccups along the way. I now have a great routine for bedtime that my son responds to and actually points me toward the next step. The consistency of the routines Lori had us implement have truly made naptime and bedtime a pleasure instead of a battle. Getting the sleep he needs has made my son a much happier toddler!

-Natalie K.

Austin, Texas

Mom of a 16 month old

My husband and I are right in the middle of the two extremes of “cry it out” and attached parenting. We were struggling with our daughter’s sleep schedule; by 10 months her frequency of waking up, nursing and being soothed raised to about every 2 hours a night. It was exhausting. Aside from our baby, the stress was taking a toll on us and our sanity! It was then that we contacted Lori.

Lori was very patient with us. She listened patiently and was very respecting of how comfortable we were with the new rules, what pace of change is acceptable to us, things we want to do/ not do. Based on all our preferences she made some suggestions and a nice clock schedule for Adya (our 10 month old).

We were nervous the first day...but the magic started and by the second night...our baby was sleeping 12 hours straight (7:00am- 7:00pm)...with zero wake ups! Apart from this, putting her to bed is no longer a struggle. Even her daytime naps improved and very exact on time. We still can’t believe this is actually happening! She did cry a little on her first night but it was much less than what she anyway did while waking up frequently. Now that we see her sleep 15 hours a day, we realize that our baby was earlier missing out on that much needed sleep. Adya is a happy baby now and so are her parents. Lori not only restored Adya’s sleep but definitely our husband-wife relationship as well.

*-Manish and Ruchi
Austin, Texas.
Parents of a 10 month old*

When we started to work with Lori our daughter was four months old and we were in a terrible sleep situation. She was waking every 5-15 minutes on most nights so we were like walking zombies. We have a toddler too and taking care of two young kids without decent sleep was the hardest thing we had done. Within two weeks things had turned around and we could actually sleep for significant chunks of time. Lori gave us the personalized plan and (very importantly) the emotional support that we needed to get through the process. Sleep is so important and so emotional when your tiny baby is struggling. We followed her plan, reached out to her when we had questions and she was amazing. Our daughter is such a happy baby now that she sleeps and that makes life so much better for all of us! I regularly recommend Lori to other parents having sleep issues, whether it is a situation similar to ours or a toddler who is having problems sleeping.

-Sarah S.

Austin, Texas, Mom of a 4 month old

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Sample Interview Questions

Please contact Lori Strong at 512-843-2256 for responses to these interview questions, or any other related questions.

General Sleep Consultant Questions

- What exactly is a sleep consultant?
- How do you work with families?
- How quickly does it take for families to see results?
- What are your qualifications?

Happiest Baby Educator Questions

- What is the Happiest Baby on the Block?
- What are the 5 Ss? What are their benefits?
- Isn't it just true that crying newborns just have to outgrow it?
- Swaddling and white noise have been in the news lately. How does this affect how families use these techniques?

Questions about Sleep and Sleep Training

- How much sleep do children actually need?
- What conditions best promote healthy sleep?
- How does the timing of bedtimes and nap times affect quality sleep?
- What methods do you use to help children sleep better?
- Why is it important for children to nap?
- What is self-soothing?
- How long does it take for a family to see a difference in their child's sleep?
- How does feeding a baby at night affect sleep?
- How do your methods differ for babies and older children?
- How can a family incorporate healthy sleep habits into their busy lives?

Contact

Thank you for your interest in Strong Little Sleepers.

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