

# Marketing Your Sleep Coaching Business

A woman with long brown hair, wearing a patterned jacket over a dark turtleneck, is sitting at a desk. She is smiling and looking towards the camera. In front of her is a silver laptop with the Apple logo. The background is a blue gradient with white starburst patterns.

**Catherine Trebble MBA**



**Gentle Sleep Coach®**  
Trained and Certified by The Sleep Lady®

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# Catherine Trebble MBA

Website & Marketing Expert



SOCIAL MEDIA  
MANAGER SCHOOL  
GRADUATE



Gentle Sleep Coach®  
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# YOUR BRAND



Gentle Sleep Coach®  
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## Logo



Kim West, LCSW-C  
The Sleep Lady®



blissfulbaby  
SLEEP COACHING



Baby Sleep Coach



Sleep Tight  
Consultants



BABY SLEEP COACH



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# YOUR ONLINE PROFILE



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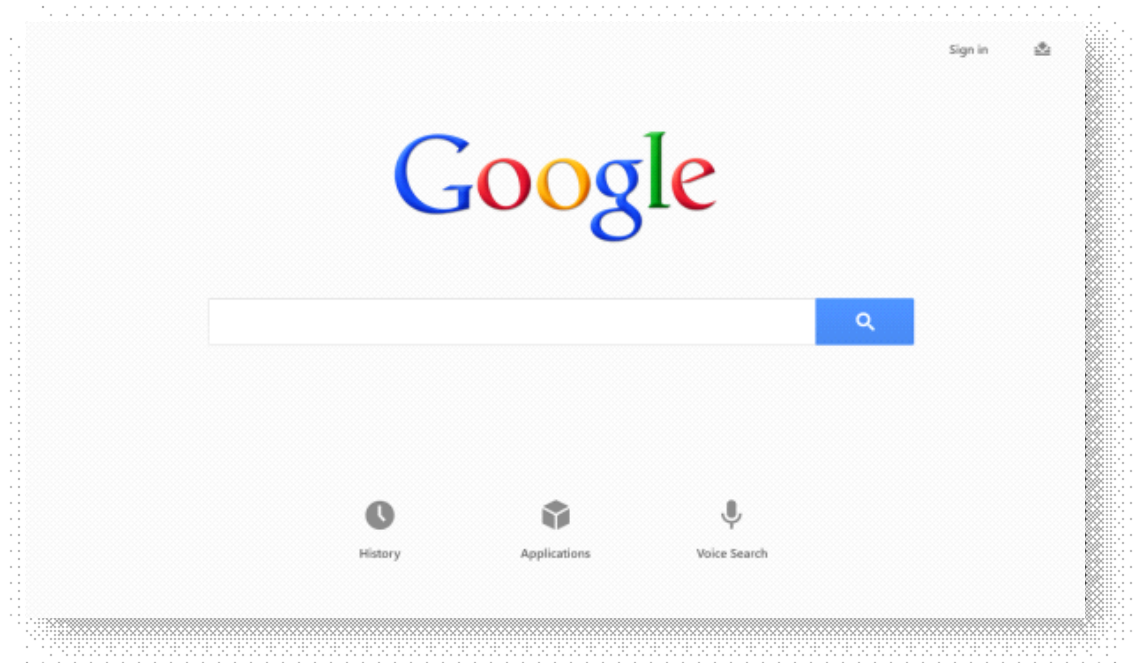
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About 726,000,000 results (0.64 seconds)

### Baby Sleep Coaching by the Sleep Lady

<https://sleeplady.com/> ▼  
Get your child to sleep! Download my free guide, full of tips and advice. My method has worked for thousands of families - it will work for you too...  
[My Method](#) · [Books](#) · [Blog](#) · [Find A Certified Sleep Coach](#)

### Must-Know Advice from the Sleep Lady - Parents Magazine

<https://www.parents.com> › [Babies](#) › [Sleep](#) › [Sleep Basics](#) ▼  
Kim West, author of Good Night, Sleep Tight: The Sleep Lady's Gentle Guide to Helping Your Baby Go to Sleep and The Good Night, Sleep Tight Workbook, has the answers. ... Kim West: My **Sleep Lady** Shuffle gently helps babies 6 months and older learn how to fall asleep -- and fall back ...

#### People also ask

What is the Sleep Lady method?	▼
Does fresh air help babies sleep?	▼
How can I improve my baby's sleep?	▼
Should babies sleep in the dark?	▼

[Feedback](#)

#### The Sleep Lady: my tormentor. By Tamara Faith Berger for Babble.com.

<https://www.babble.com/.../sleep-lady-cry-it-out-training-sleeping-through-the-night-...> ▼  
"I don't like forlorn, hysterical babies any more than you do," the Sleep Lady says, just a few pages into her popular book, *Good Night, Sleep Tight: The Sleep Lady's Gentle Guide to Helping Your Child Go to Sleep, Stay Asleep and Wake up Happy*. ... Night waking, I thought ...

#### People also search for

<a href="#">sleep lady shuffle instructions</a>	<a href="#">the sleep lady newborns</a>
<a href="#">sleep lady shuffle toddler</a>	<a href="#">mild sleep training</a>
<a href="#">sleep lady shuffle naps</a>	<a href="#">what does a sleep coach do</a>

#### Videos

17:57

3:23

34:16

## Good Night, Sleep Tight: Gentle, Proven Solutions to Help Your Child Sleep Well ...

Book by Joanne Kenen and Kim West

[Preview book](#)

5/5  
Facebook

3.8/5  
Goodreads

74% liked this book  
Google users

Getting a young child to go to sleep and stay asleep is one of the most challenging aspects of parenting. Yet many parents resign themselves to enduring years of exhaustion. Now there is a sensible, smarter alternative, a no cry sleep method, that really works. ... [Google Books](#)

**Originally published:** 2004  
**Authors:** Joanne Kenen, Kim West

#### People also search for

[View 15+ more](#)

**52 Sleep Secrets for Babies**  
Kim West

**The No-Cry Sleep Solution...**  
Elizabeth Pantley

**Healthy Sleep Habits, H...**  
Marc Weissbluth

**Solve Your Child's Sleep Pro...**  
Richard Ferber

**The Sleepy Solution...**  
Jennifer Waldburger

[Feedback](#)

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jen varela sleep coach

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About 124,000 results (0.61 seconds)

**SUGAR NIGHT NIGHT San Diego Sleep Training | Jen Varela ...**  
[sugarnightnight.com/](#) ▼  
Jen Varela, a San Diego Certified Gentle Sleep Coach, helps expectant parents, newborns, infants and toddlers have sweet sleep. San Diego sleep training expert Jen Varela can help your entire family get a good night's sleep with proven tips and techniques. Put an end to sleepless nights and long, tired days for good!  
You visited this page on 13/10/18.

**Jen Varela**  
Meet Jen Varela -- a mom, friend and certified gentle sleep coach ...

**Contact Us**  
Contact Us. Connect with Sugar Night Night. Jen Varela is ...

**Philosophy**  
The Philosophy of Gentle Sleep Coaching. Bringing Babies and ...  
[More results from sugarnightnight.com »](#)

**Coaching: 6 Months and Older**  
Coaching: 6 Months and Older. Which Sleep Training Method ...

**4 ½ to 6 Months**  
Coaching: 4 ½ to 6 Months. Which Baby Sleep Shaping Method is ...

**Successes**  
Successes. Successful Nights of ....  
SUCCESSIONS - Expectant to ...

**Sugar Night Night - About | Facebook**  
<https://www.facebook.com/SugarNightNight/about>  
Sugar Night Night, San Diego, CA. 907 likes · 18 talking about this. Jen Varela, Gentle Certified Sleep Coach - Jen teaches you how to train your baby or...


**Jen Varela - Co-Author "Loved to Sleep" - Sugar Night Night | LinkedIn**  
<https://www.linkedin.com/in/jenvarela>  
Sleep coaching expert Jen Varela has helped more than 3,000 sleep-deprived families have sweet sleep since 2010. These families have benefited from her ...

**Jen Varela - New Mommy Media**  
[www.newmommymedia.com/experts/jen-varela/](http://www.newmommymedia.com/experts/jen-varela/) ▼  
Jen Varela. Baby Sleep Coach. Official "Ask the Expert". Since 2010, Jen has been helping families have sweet sleep by achieving their sleep goals whether in ...

**Amazon.com: Jen Varela: Books, Biography, Blog, Audiobooks, Kindle**  
<https://www.amazon.com/Jen-Varela/e/B06XTY2QY5>  
Jen Varela. Since 2010, San Diego sleep training expert Jen Varela has helped more than 3000 sleep-deprived families have sweet sleep.

**Sugar Night Night - 40 Reviews - Sleep Specialists - San Diego, CA ...**  
[https://www.yelp.com/Health & Medical/Sleep Specialists](https://www.yelp.com/Health%20Medical/Sleep%20Specialists) ▼  
★★★★★ Rating: 5 - 40 reviews  
Sugar Night Night's Jen Varela on Fox 5 ... With a new baby on the way, we knew this was sustainable, so we pursued a sleep consultant to help us figure out a ...

**Podcast 070: Helping Your Baby Sleep Through the Night | Jen Varela ...**  
[capwellnesscenter.com/podcast-070-helping-baby-sleep-night-jen-varela/](http://capwellnesscenter.com/podcast-070-helping-baby-sleep-night-jen-varela/) ▼



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[SUGAR NIGHT NIGHT San Diego Sleep Training | Jen Varela ...](#)  
[sugarnightnight.com/](#) ▼

Jen Varela, a San Diego Certified Gentle Sleep Coach, helps expectant parents, newborns, infants and toddlers have sweet sleep. San Diego sleep training expert Jen Varela can help your entire family get a good night's sleep with proven tips and techniques.

Jen Varela · Coaching: 6 Months and Older · Coach · 4 ½ to 6 Months

[SUGAR NIGHT NIGHT San Diego Sleep Training Services | Gentle ...](#)  
[sugarnightnight.com/gentle-sleep-coach-services-and-packages/](#) ▼

Having worked with more than 3,000 families as a baby and child sleep consultant in Southern California – San Diego, Orange County, Los Angeles – and even ...

[Best Baby Sleep Consultant in San Diego, CA - Last Updated October ...](#)  
[https://www.yelp.com/search?find\\_desc=baby+sleep+consultant...San+Diego%2C...](#) ▼

Reviews on Baby Sleep Consultant in San Diego, CA - Good Night Child, Sugar Night Night, Breastfeeding fixers and Leilani's Wellness Center, Beautiful ...

[Sugar Night Night - 40 Reviews - Sleep Specialists - San Diego, CA ...](#)  
[https://www.yelp.com › Health & Medical › Sleep Specialists](#) ▼

★★★★★ Rating: 5 - 40 reviews

40 reviews of Sugar Night Night "We just completed our "sleep training" with Jen at Sugar Night Night and I could not be a bigger proponent for her method and ...


[About Joanna - Blissful Baby Sleep Coaching](#)  
[https://www.blissfulbabysleepcoaching.com/about-me-2/](#) ▼

Trained in the most comprehensive and professional baby and child sleep ... View, Burlingame, San Jose, San Diego, Carlsbad, and in the Houston, Texas area.

[Client Success Stories — Blissful Baby Sleep Coaching](#)  
[https://www.blissfulbabysleepcoaching.com/success-stories-2/](#) ▼

... B. Houston, TX. Here child was 6 months old at time of Guilt-Free, Gentle Sleep Coaching sleep coaching. .... Michaela A., San Diego, CA, 9-month-old baby.

[Blissful Baby Sleep Coaching](#)



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[About this result](#) [Feedback](#)



Rating ▾ Hours ▾ Visit history ▾

**Good Night Sleep Site New Jersey**  
No reviews · Sleep Clinic  
Westfield, NJ, United States · +1 908-301-6086  
Open 24 hours

[WEBSITE](#) [DIRECTIONS](#)

**Jessica Gleason Infant Sleep Consultant**  
No reviews · Educational Consultant  
Doylestown, PA, United States · +1 267-222-2020

[WEBSITE](#)

**Erica Shane ~ Gentle Sleep Coach ~ Placenta Encapsulation NYC**  
5.0 ★★★★★ (5) · Consultant  
New York, NY, United States · +1 941-400-4347  
Open 24 hours

[WEBSITE](#)

[More places](#)

**Sleepy Mama – Child Sleep Consulting**  
[sleepy-mama.com/](http://sleepy-mama.com/) ▼  
Sleepy Mama in Hoboken, NJ and Princeton, NJ areas provides infant and child ... or help sleeping through the night, The Sleepy Mama **Sleep Consultant** will ...

[Home - Good Night Sleep Site New Jersey | Sleep Training | Sleep ...](#)

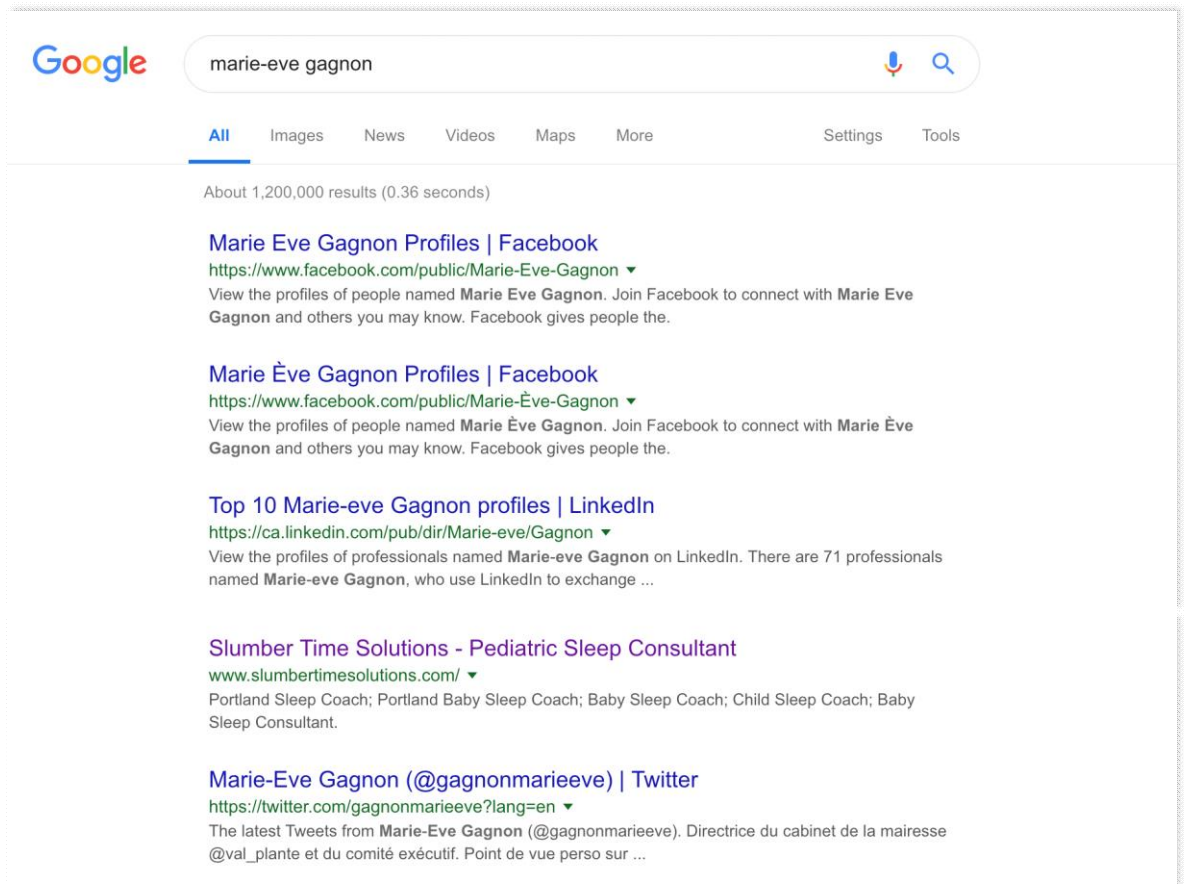
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About 4,030,000 results (0.60 seconds)

**Slumber Time Solutions - Pediatric Sleep Consultant**

[www.slumbertimesolutions.com/](http://www.slumbertimesolutions.com/)

Portland Sleep Coach; Portland Baby Sleep Coach; Baby Sleep Coach; Child Sleep Coach; Baby Sleep Consultant.

**Services**

I offer services in both English and French (services disponibles en ...)

**Philosophy**

The Gentle Sleep Coach philosophy was developed by ...

**About**

I learned as much as I could about sleep, I tried different methods ...

**More results from slumbertimesolutions.com »**

**Slumber Time Solutions - Home | Facebook**

<https://www.facebook.com/slumbertimesolutions/>

★★★★★ Rating: 5 - 4 votes

Slumber Time Solutions, Portland, Oregon. 643 likes. Have kids? Need more sleep? If your child is age 0-6 and sleep is a concern in your home – I can help.

**Slumber Time Solutions - Facebook**

<https://p.facebook.com/slumbertimesolutions/>

★★★★★ Rating: 5 - 4 votes

Slumber Time Solutions, Portland, Oregon. 643 likes. Have kids? Need more sleep? If your child is age 0-6 and sleep is a concern in your home – I can help.

**Slumber Time Solutions - Home | Facebook**

<https://www.facebook.com/slumbertimesolutions/>

★★★★★ Rating: 5 - 4 votes

Slumber Time Solutions, Portland, Oregon. 643 likes. Have kids? Need more sleep? If your child is age 0-6 and sleep is a concern in your home – I can help.

**Slumber Time Solutions - m.facebook.com**

<https://m.facebook.com/slumbertimesolutions/>

★★★★★ Rating: 5 - 4 votes

Slumber Time Solutions, Portland, Oregon. 598 likes. Have kids? Need more sleep? If your child is age 0-6 and sleep is a concern in your home – I can help.

**Images for slumber time solutions**







→ [More images for slumber time solutions](#)

[Report images](#)



**Slumber Time Solutions**

[Website](#) [Directions](#) [Save](#)

5.0 ★★★★★ 1 Google review

Consultant in Portland, Oregon

**Address:** 1611 SW Custer Dr, Portland, OR 97219, USA

**Hours:** Open · Closes 6 p.m.

**Phone:** +1 503-869-4103

[Suggest an edit](#)

**Know this place? Answer quick questions**

**Reviews from the web**

5/5 Facebook · 4 votes

[Send to your phone](#) [Send](#)

**Reviews**

1 Google review

[Write a review](#) [Add a photo](#)

**People also search for**

View 5+ more

[Baby Sleep Trainer Consultant](#)

[Doula Love Family Wellness Pregnancy Care Center](#)

[B Z Medical Inc Medical Clinic](#)

[Shamrock Dental Co Dentist](#)

[ABC Doula Service Child Care Agency](#)

[More about Slumber Time Solutions](#)

[Feedback](#)

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## Where Your Website Fits In Your Marketing



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# Vital Website Elements



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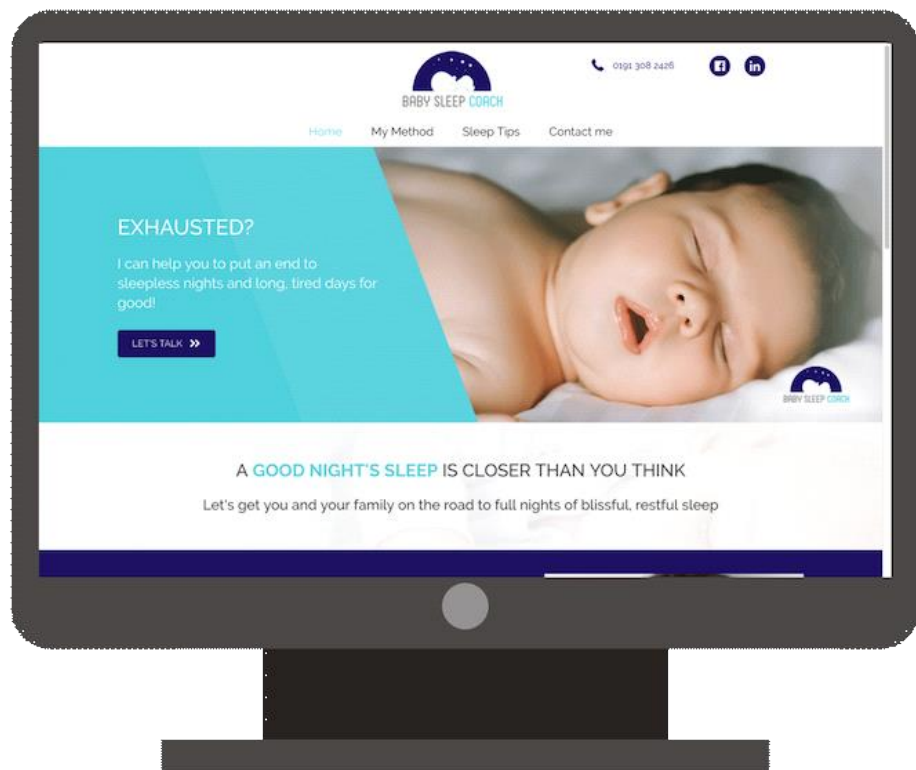
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# 1. The Homepage



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## 2. Website Optimized for Mobile



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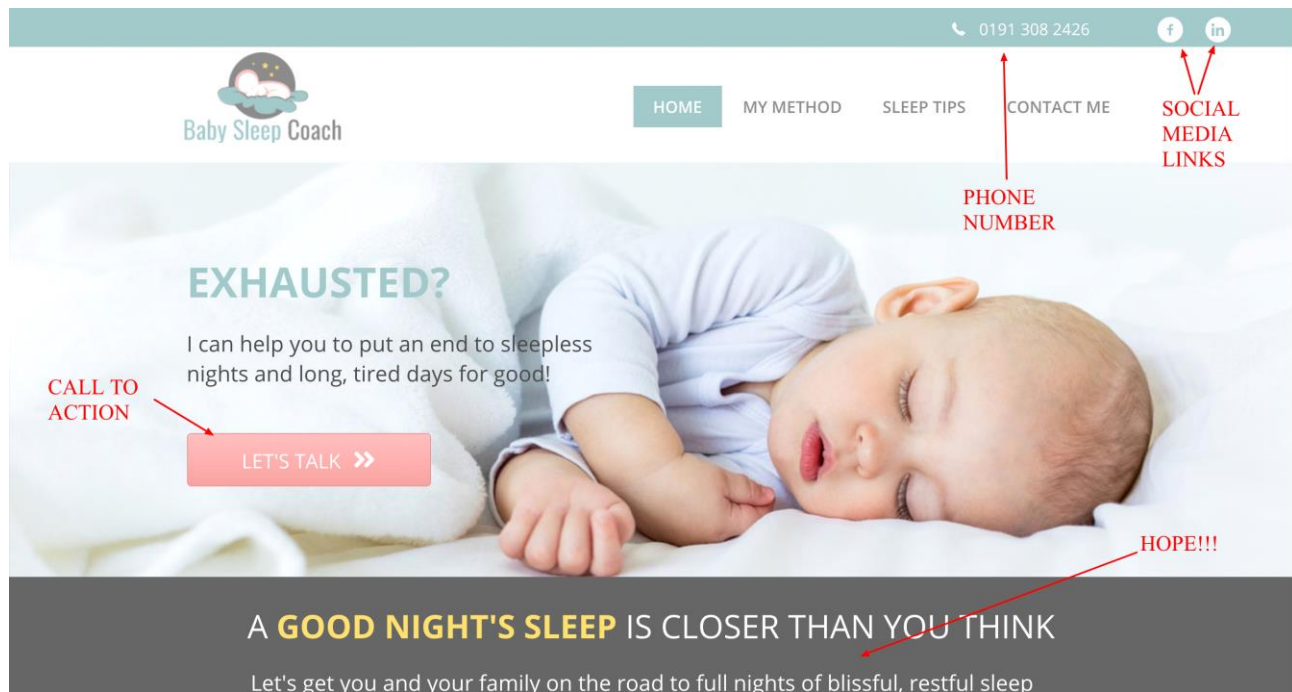
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### 3. Important Information Above the Fold



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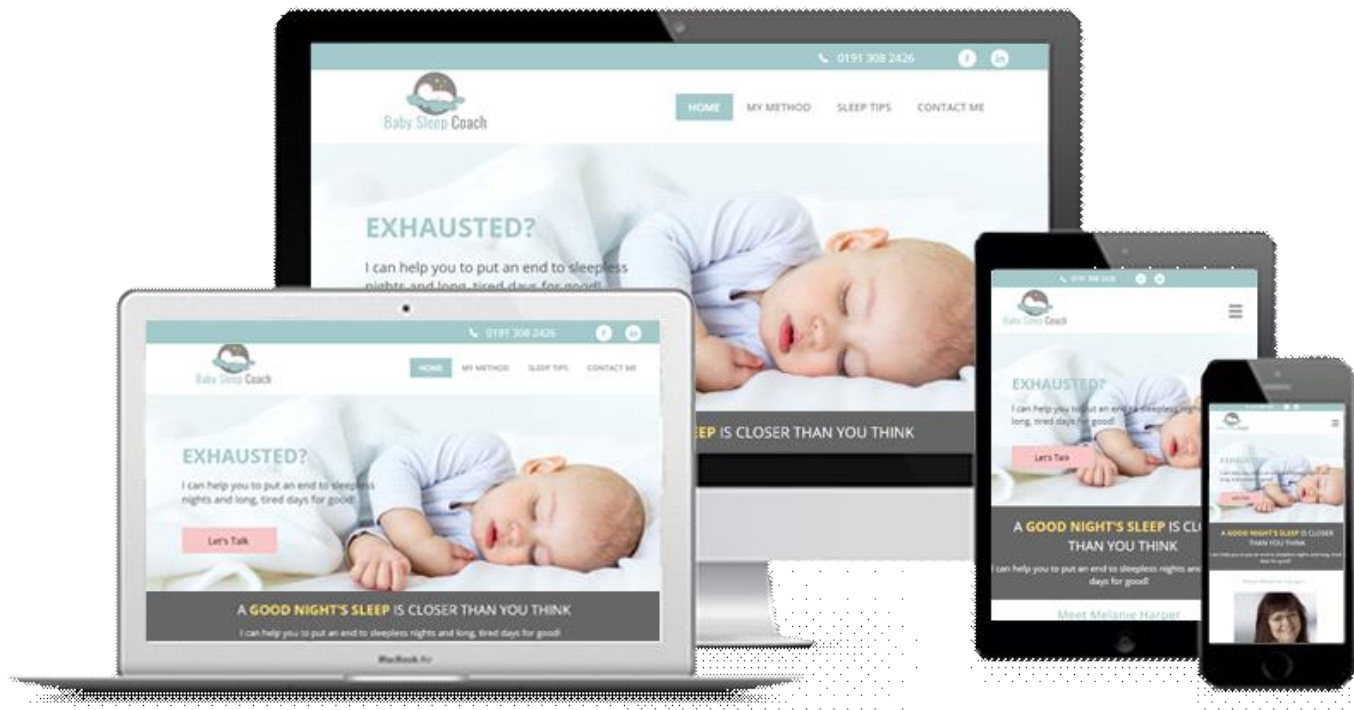
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## 4. Easy to Use Navigation



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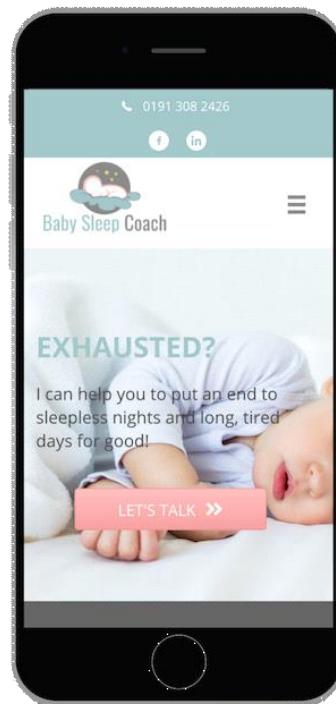
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## 5. Clear Calls to Action

Online Booking



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## 5. Clear Calls to Action

### Email Capture

The screenshot shows a website for 'Gentle Sleep Coach' with a background image of a smiling toddler and a baby. A teal circular callout on the left says 'Need sleep coaching? FREE Tuesday Online Q & A'. A central white pop-up form titled 'Exhausted?' asks users to sign up for a newsletter to receive a free sleep guide. The form includes fields for 'First Name', 'Last Name', and 'Email Address', each with a small 'x' icon to the right. A green 'Subscribe' button is at the bottom of the form. The background text on the website includes 'Custom and Group Coaching for Every Budget', 'Do you need your baby and yourself to sleep through the night? With Sugar Night Night, your whole family can get more sleep and keep bedtime tears to a minimum. Jen Varela, a San Diego Certified Gentle Sleep Coach, helps expectant parents, newborns, infants and toddlers have sweet sleep.', and 'San Diego sleep training expert Jen Varela can help your entire family get a good night's sleep with proven tips and techniques. Put an end to sleepless nights and long, tired days for good!'.

Custom and Group Coaching  
for Every Budget

**Exhausted?**

Sign up to our newsletter and receive a free sleep guide you can use in 24-hours.

Your privacy is important to us, we never sell or share your information.

First Name

Last Name

Email Address

**Subscribe**

Need sleep coaching?  
**FREE Tuesday Online Q & A**

Do you need your baby and yourself to sleep through the night? With Sugar Night Night, your whole family can get more sleep and keep bedtime tears to a minimum. Jen Varela, a San Diego Certified Gentle Sleep Coach, helps expectant parents, newborns, infants and toddlers have sweet sleep.

San Diego sleep training expert Jen Varela can help your entire family get a good night's sleep with proven tips and techniques. Put an end to sleepless nights and long, tired days for good!



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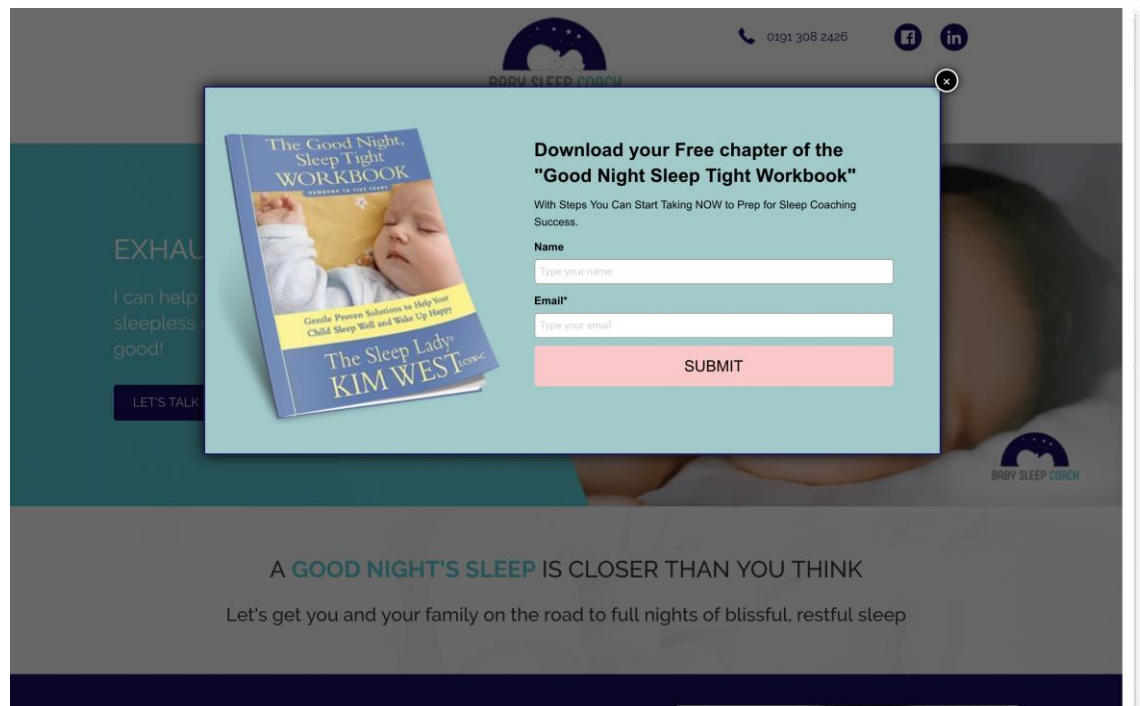
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## 5. Clear Calls to Action

### Email Capture



The screenshot shows a website for 'BABY SLEEP COACH' with a contact number '0191 308 2426' and social media icons for Facebook and LinkedIn. A central pop-up form titled 'Download your Free chapter of the "Good Night Sleep Tight Workbook"' is displayed. The form includes a book cover image on the left and a text input area on the right. The text area contains the following text: 'Download your Free chapter of the "Good Night Sleep Tight Workbook"', 'With Steps You Can Start Taking NOW to Prep for Sleep Coaching Success.', 'Name', 'Type your name', 'Email\*', 'Type your email', and a 'SUBMIT' button. The background of the website shows a baby sleeping and the text 'EXHAUSTED I can help sleepless parents feel good! LET'S TALK'.

Download your Free chapter of the  
"Good Night Sleep Tight Workbook"

With Steps You Can Start Taking NOW to Prep for Sleep Coaching Success.

Name  
Type your name

Email\*  
Type your email

SUBMIT



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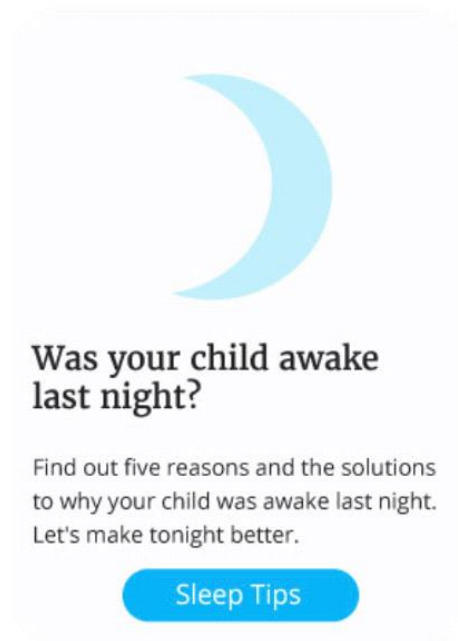
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## 5. Clear Calls to Action



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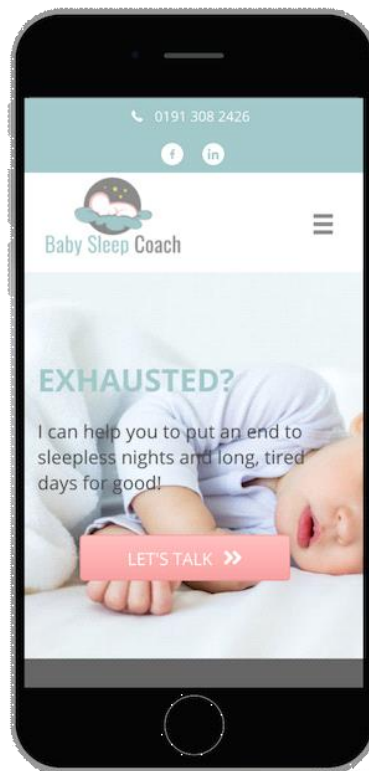
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## 6. Clickable Phone Number



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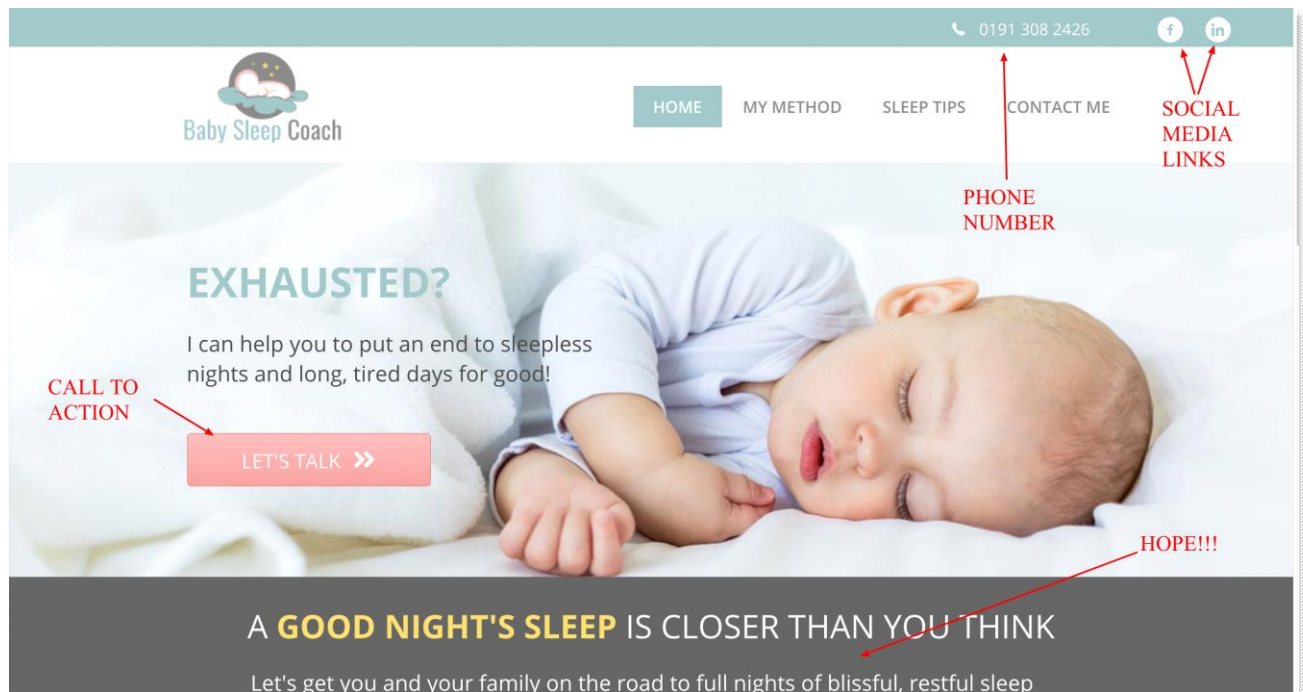
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## 7. Links to Social Media



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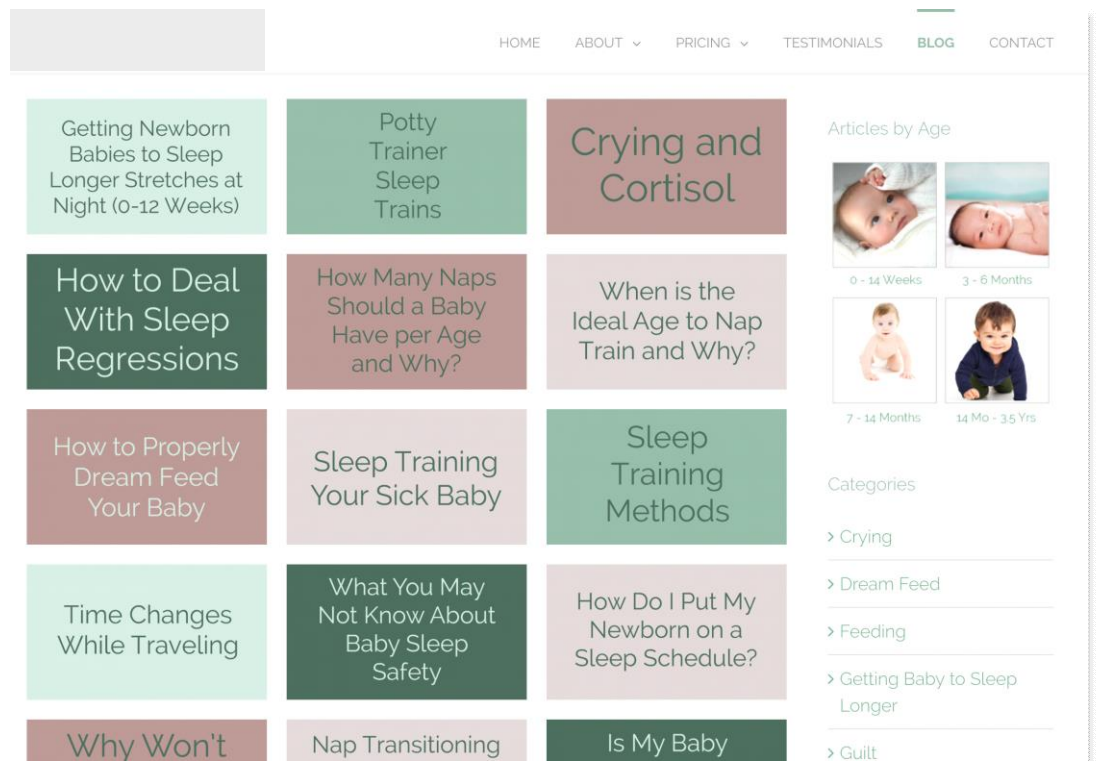
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## 8. Engaging Blogs/Articles



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## 9. Attractive Images/Design



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## 10. Testimonials

### What Families Say About Working With Me



"Hiring Melanie is the best decision I made. Before Melanie's help, my daughter Carla was up 8-10 times a night. Bedtime was an arduous ordeal, and it was impossible to leave the baby with a sitter in the evening. Through Linda's gentle, personalized guidance, our baby now sleeps peacefully all night long and so do we! Thanks you so much Melanie."

— Catherine, mom of 6 month old daughter



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# 10. Testimonials

THE BABY SLEEP TRAINER

HOMEABOUT ▾PRICING ▾TESTIMONIALSBLOGCONTACT

Stephanie V.

After little baby Henry was born, I was sleep deprived, overwhelmed and struggled adjusting to motherhood. Sadly, I knew that baby Henry was sleep deprived too! I was doing the best I could with the minimal skills...

Read More >

Lindsey Z.

Natalie was an incredible support through our sleep training process. Her advice and suggestions were always exactly right – how could she know so much about my baby having never met him?! When I felt unsure...

Read More >

Dru P.

Working with Natalie was simply wonderful! She gave me the confidence to take the necessary steps needed to help my baby sleep through the night in his crib. She was there as I struggled through the process to...

Read More >

Tracy A.

Before sleep training my 5-month-old, he was waking every 2 hours through the night. After a very short discussion, Natalie diagnosed what was causing his frequent wakings. She gave us a personalized sleep plan which took...

Read More >

Jennifer N.

"Natalie has been extremely helpful and supportive during this whole sleep training process. It has not been easy for me, or my child, but Natalie was always there for us. She responded so quickly, I always knew I could count on...

Read More >

Leah B.

As a working mom, the need for normalized sleep reached a fever pitch when my son was 5 months. I knew I needed to make some changes, but guilt and conflicting emotions were preventing me from doing what was right for my son and...

Read More >



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# 11. Prominently Display Your Qualification



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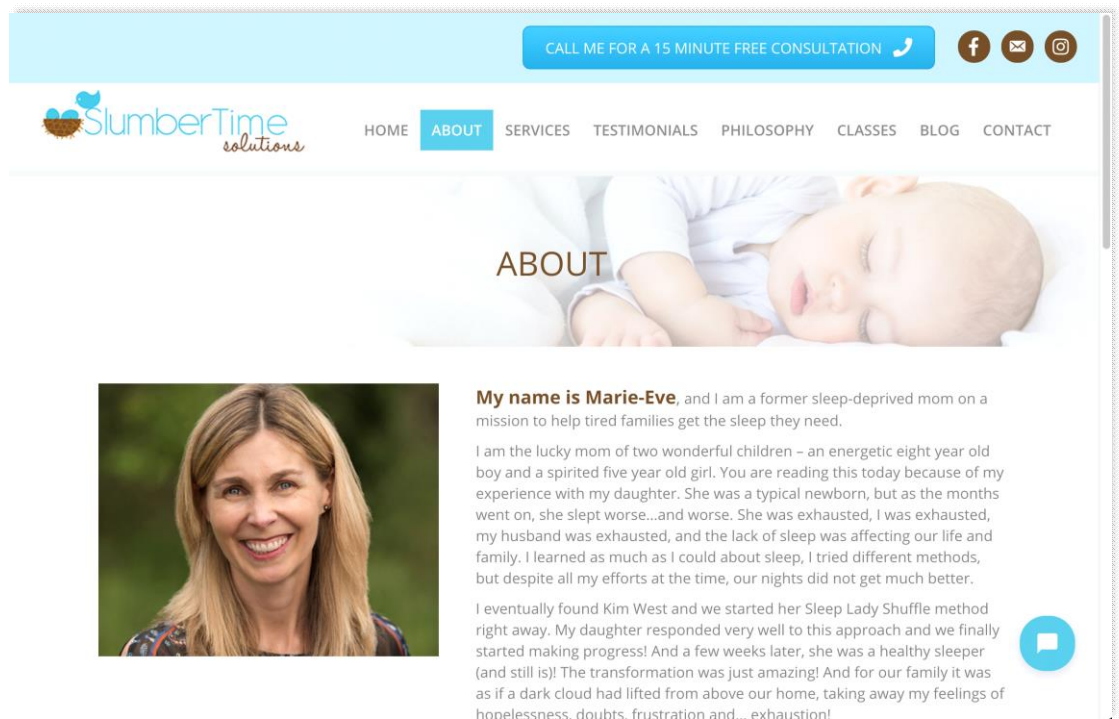
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## 12. About page



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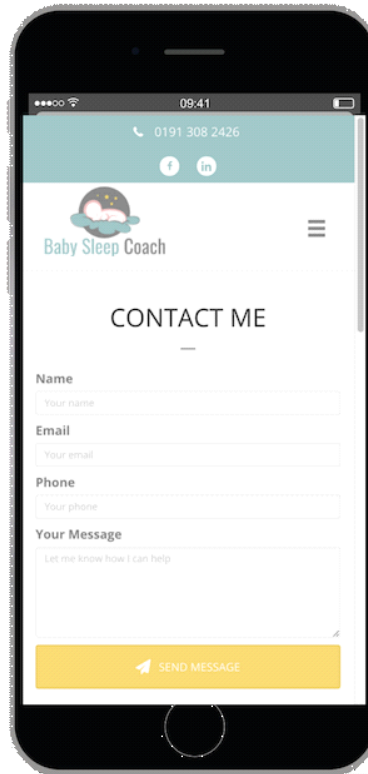
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## 13. Contact page



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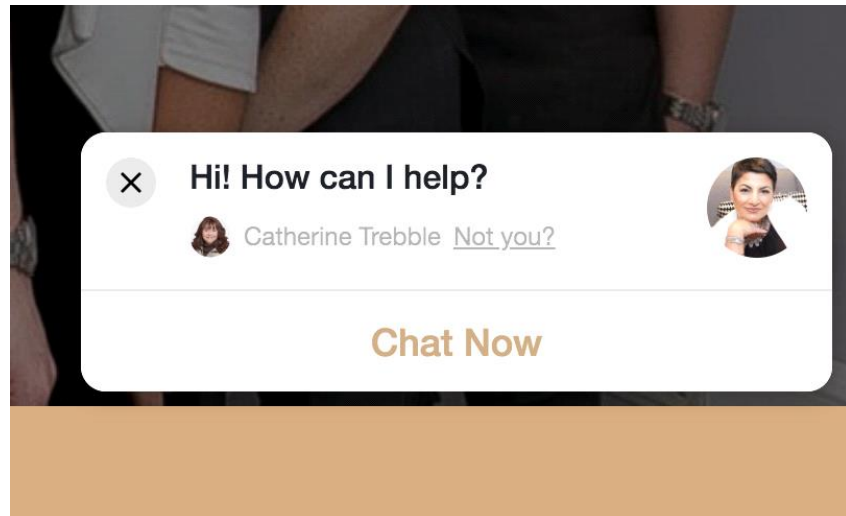
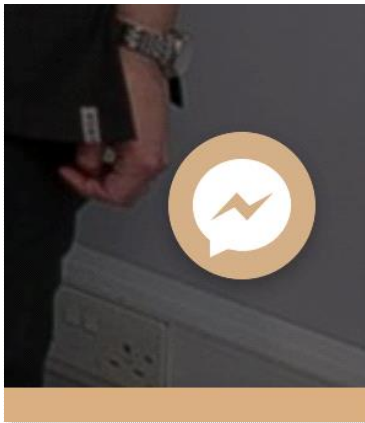
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## 14. Chat box



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# Vital Website Elements

1. The Home Page
2. Website Optimized for Mobile
3. Information above the Fold
4. Easy to use navigation
5. Clear Calls to Action
6. Clickable Phone No.
7. Links to Social Media
8. Engaging Blogs/Articles
9. Attractive Images/Design
10. Testimonials
11. Prominently display your qualifications
12. About page
13. Contact page
14. Chat Box



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# Vital Website Elements (Technical)



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# 1. Secure Your Website with https://



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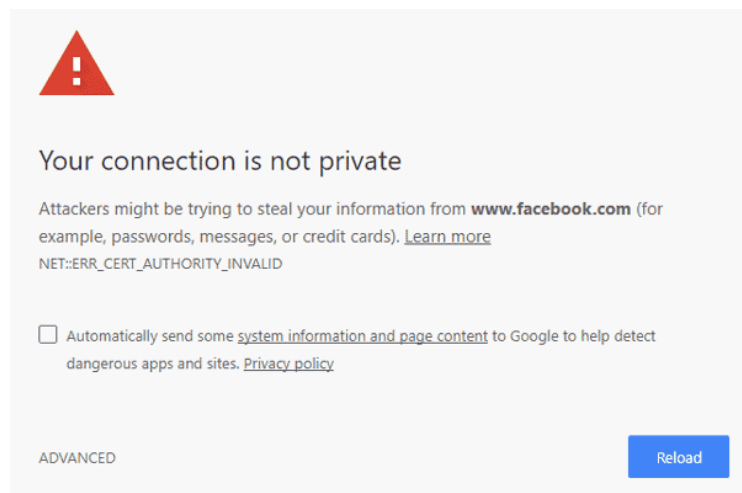
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# 1. Secure Your Website with https://



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## 2. Onsite SEO



Search Engines

SEO – Search  
Engine Optimization



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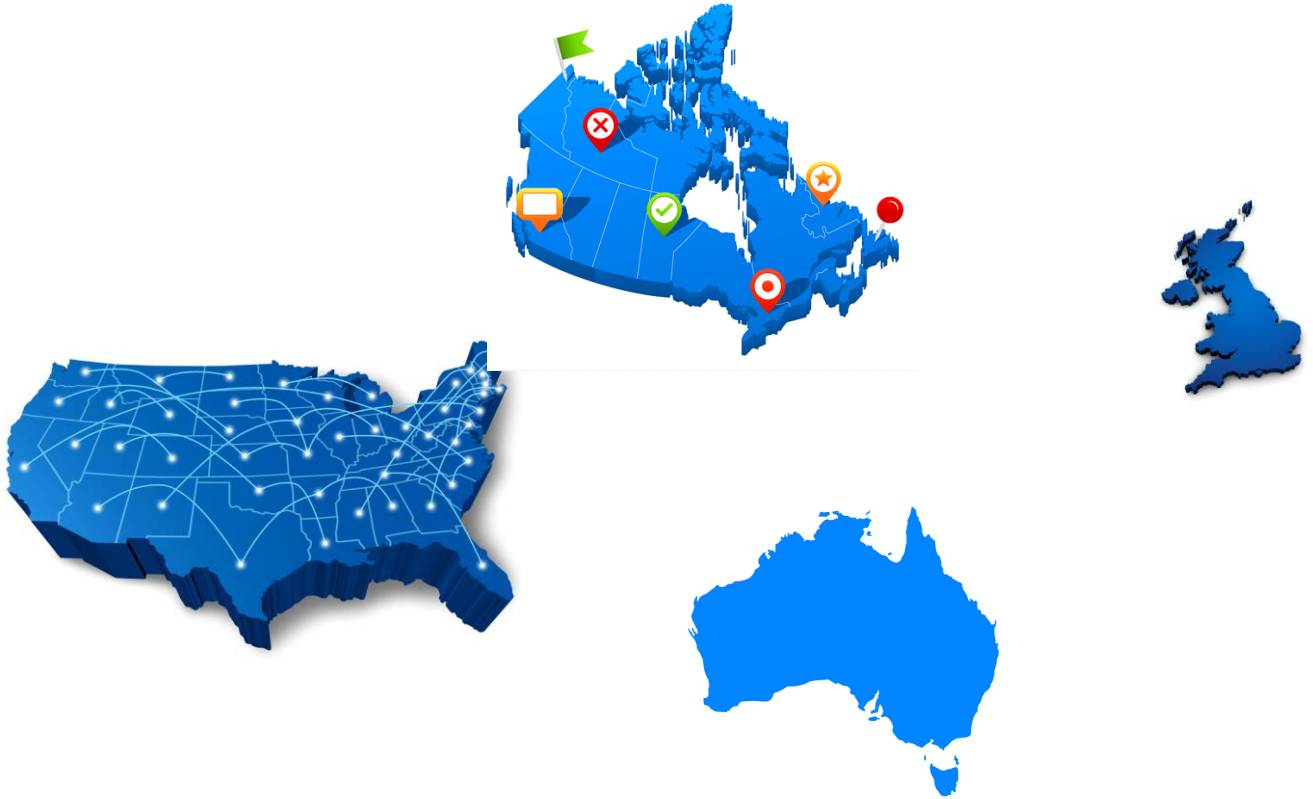
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## 3. Local Hosting



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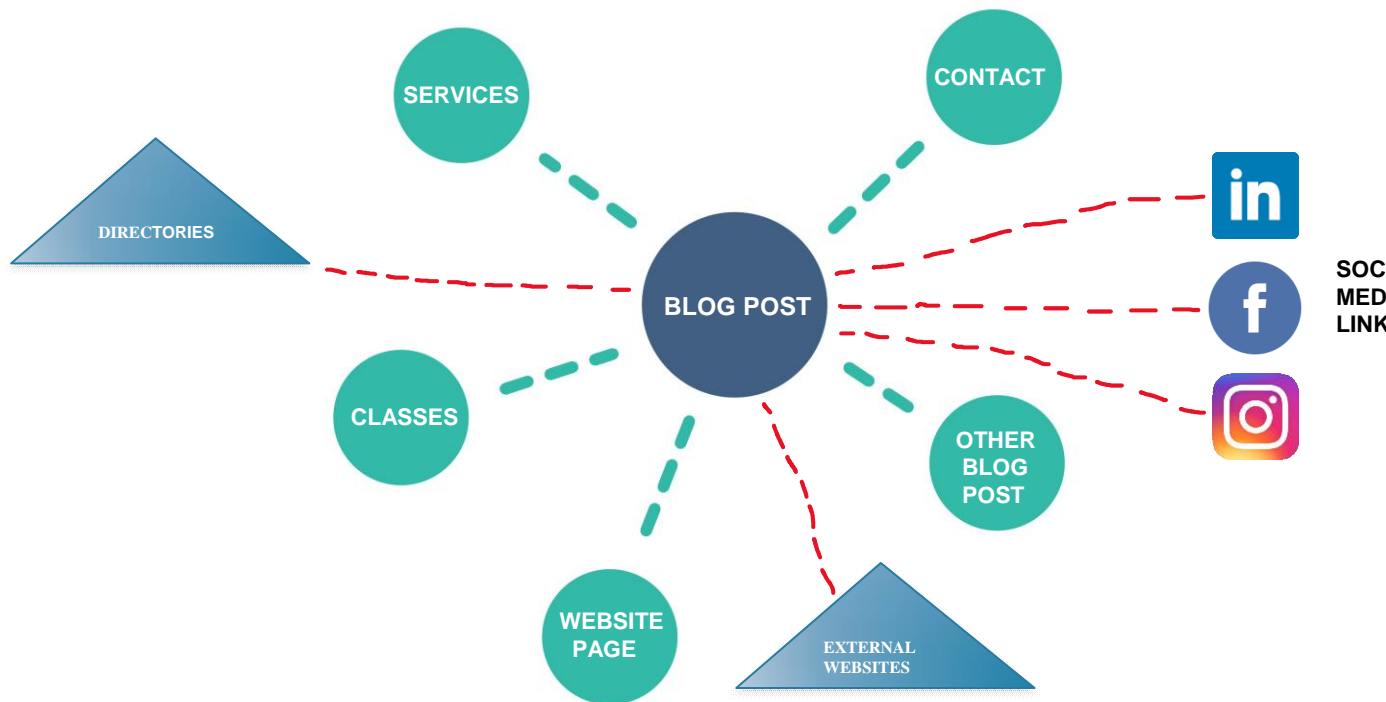
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## 4. Internal and External Links



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## 5. Contact forms connected to email marketing software



[ActiveCampaign >](#)



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# Vital Website Elements (Technical)

1. Secure your website with https://
2. Onsite SEO
3. Local hosting
4. Internal and External links
5. Contact forms connected to email marketing software



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# Posting to Social Media

Website (Blog)



LinkedIn



Facebook



Instagram



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Like Page

The holidays can be the perfect time to sleep train your baby or toddler. Wait, what?!

Think about it- there's no better way to start the New Year than having a family that's rested, happy and getting along, right? Let me explain.

Reason #1: Sleep training is much easier when one (or both) parents have a stretch of time off work.... [See more](#)



Thinking about sleep training over the holidays?

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# Marketing Budget



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At the beginning:

10-20% of the average \$ spent to get the client

As your business grows

this drops to 2-3%.

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**Consistency is**



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# Where to start?



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# Your Marketing Plan...

1. Get your website designed and online
2. Create your social media profiles:  
*LinkedIn, Facebook, Instagram*
3. Get listed on Google Places
4. Get listed in appropriate directories, e.g. Red Aloe
5. Blog fortnightly, then monthly
6. Repurpose your blog posts into social media posts

Network out in the real world

ABFU

Always be following up!!!



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# Resource: Brand New Website

1. Build you a Brand New website from a choice of templates
2. Sort out your Onsite SEO
3. Optimize for mobile devices

**\$895 one off payment**

BONUS: Add Lead Generation Funnel with 4 emails

Email: [catherine@sleepcoach.website](mailto:catherine@sleepcoach.website)

Subject line –Website Help!



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