



# Violet GIANNONE

**NURSE | BABY SLEEP EXPERT | AUTHOR | EDUCATOR**

*In today's competitive business world, **visibility** is key. Get noticed right now by collaborating with one of my three highly successful brands.*

## Who I Am

*I'm Violet, owner of the popular infant and toddler businesses Sleep, Baby, Sleep® and Ready to Potty® and owner of the Institute of Pediatric Sleep and Parenting® where I have trained some of the world's most successful sleep consultants.*

*I've collaborated with dozens of brands across the world to help get the word out about their products.*

## My Success Can Boost Yours

*As the successful owner of three baby- and toddler-geared businesses, I am regularly featured in popular baby and parenting websites, social media, and magazines.*

*The connections I've made, and the popularity of my brand, can get you the attention of the exact consumers you're searching for.*



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[violetsleepbabysleep.com](http://violetsleepbabysleep.com)

## Get Started Right Now

Have a GREAT brand that needs a bigger audience? Get in touch with me today

AS SEEN IN



CBS



what to  
expect.

Macaroni  
Kid

# STATISTICS AND DEMOGRAPHICS

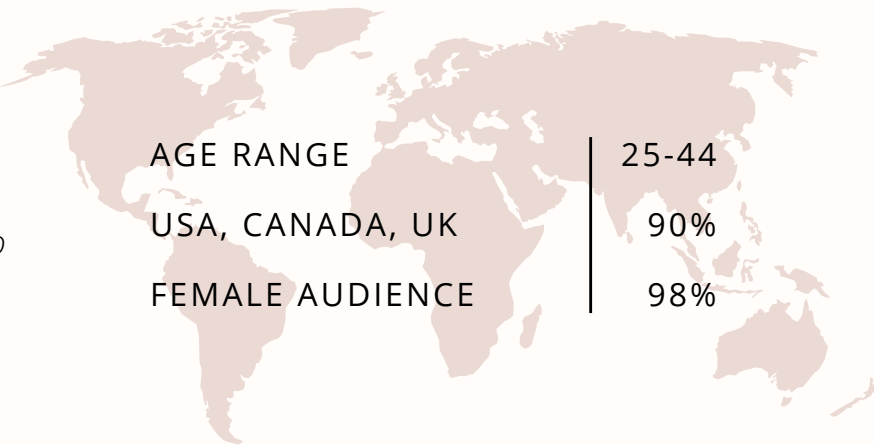
(AS OF JANUARY 2023)  
STATS ARE GROWING DAILY

7.9K	35.7K	1.4K	10.4K	18K	750
INSTAGRAM	FACEBOOK	PINTEREST	NEWSLETTER	WEBSITE MONTHLY VIEWS	SLEEP CONSULTANTS

## AUDIENCE INTERESTS

*Sleep, Baby, Sleep® and its sister sites cater to an audience of primarily young women with interests in baby, toddler and children's products and services.*

*Secondarily, we receive traffic from baby and toddler caregivers of all ages. These include medical professionals and businesses.*





# Services

## INSTAGRAM

### REEL

*Using professional lighting and video equipment, I pick trending music and insert transitions plus other elements to make sure the video is exactly what my audience likes.*

### FEED AND STORY POSTS

*Choose this option for expert-crafted, dynamic, engaging content about your brand. I will post it to my feed or story for the highest visibility.*

## FACEBOOK

*Ready to get noticed by thousands of potential clients? I post your content or give your brand a shoutout to my loyal followers.*

## NEWSLETTERS

*You provide the content; I send an email blast to my 10K+ active and highly responsive email subscribers.*

## BLOG POSTS

*Your article on Sleep, Baby, Sleep® or Ready to Potty® will get you noticed by thousands of viewers. **Note:** if you would like one of our talented copywriters to craft a blog for you, email me today for a quote.*

## DIRECT-TO-CONSULTANTS

*IPSP® has trained over 750 Sleep Consultants. Present your brand, products or services directly to our sleep consultants with our Zoom, newsletter or Facebook group options.*

# SERVICES AND RATES

## FACEBOOK

Post to 1 Account	\$150
Post to 2 Accounts	\$250
Post to 3 Accounts	\$400

## BLOG POST

Sleep, Baby, Sleep®	\$250
Ready to Potty®	\$250
IPSP®	N/A

## INSTAGRAM

Instagram Feed Post	\$200
Instagram Story	\$150
Instagram Reel	\$450

## NEWSLETTER

1 Newsletter Blast	\$350
2 Newsletter Blasts	\$450
3 Newsletter Blasts	\$650

*\*Reduced bundle and monthly rates available*

## DIRECT-TO-SLEEP CONSULTANTS

Private FB Group Post	\$150
Newsletter Blast	\$350
Live Event (includes promotion of event)	\$400

## CONSULTING RATES

**\$150/ Hour**

### ***Do You NEED...***

*...Advice on a new product launch?*

*...Expert input about all things pediatric sleep, potty training or mompreneur related?*

*...Input from a pro on an article you're writing?*

*I'm available for one-on-one consultation via phone or Zoom. Let's talk about getting your brand the HIGHEST visibility and BEST feedback from clients...starting today!*





# BRANDS

## I'VE WORKED WITH

Johnson's<sup>®</sup>  
baby

Care.com<sup>®</sup>

CR Consumer  
Reports<sup>™</sup>

tinyhood

Macaroni  
Kid

CENTRAL PENN  
Parent

YOGASLEEP

WHAT TO EXPECT.COM

USA  
LOVE  
TO dream<sup>™</sup>

MY TOT CLOCK<sup>®</sup>  
Helping Small Children Sleep Better...So Parents Can Too!

BUSINESS  
INSIDER

monbaby

tot  
squad<sup>™</sup>

sleepingbaby<sup>®</sup>  
INSPIRING DREAMS ONE NIGHT AT A TIME

Roaming Mommy

BITTA kidda  
THE WEARABLE LOVIE

little sleepy head

baby  
merlin's  
Magic  
Sleepsuit<sup>®</sup>

baby deadee<sup>®</sup>

B A B Y  C H I C K

blackout<sup>EZ</sup>.COM  
window cover  
the E-Z way to a dark room

SleepZzz  
Pillow



Belly Ballot

ooly<sup>™</sup>



## WHO I WORK WITH

My readers and partnerships trust that I will always deliver the best content. Because of this, I'm selective about who I partner with.

I exclusively collaborate with brands that are in line with my mission and share my core values. Collaborative businesses must also be safe and relevant.

This means if we collaborate, you can trust that your viewership via my sites will be quality and targeted to your brand and mine.

## WHO I DON'T WORK WITH

I **do not** work with **any** brands that promote products that go against the guidelines of the American Academy of Pediatrics. I also do not accept any promotion of medicine, herbs, supplements or anything that is ingested.



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www.violetsleepbabysleep.com



## GET IN TOUCH

Ready to boost your presence and start getting the attention your brand deserves?

Email me TODAY with the services you are interested in. I'll send you an invoice or quote.

Here's to a collaboration that's a natural match!

*Violet*