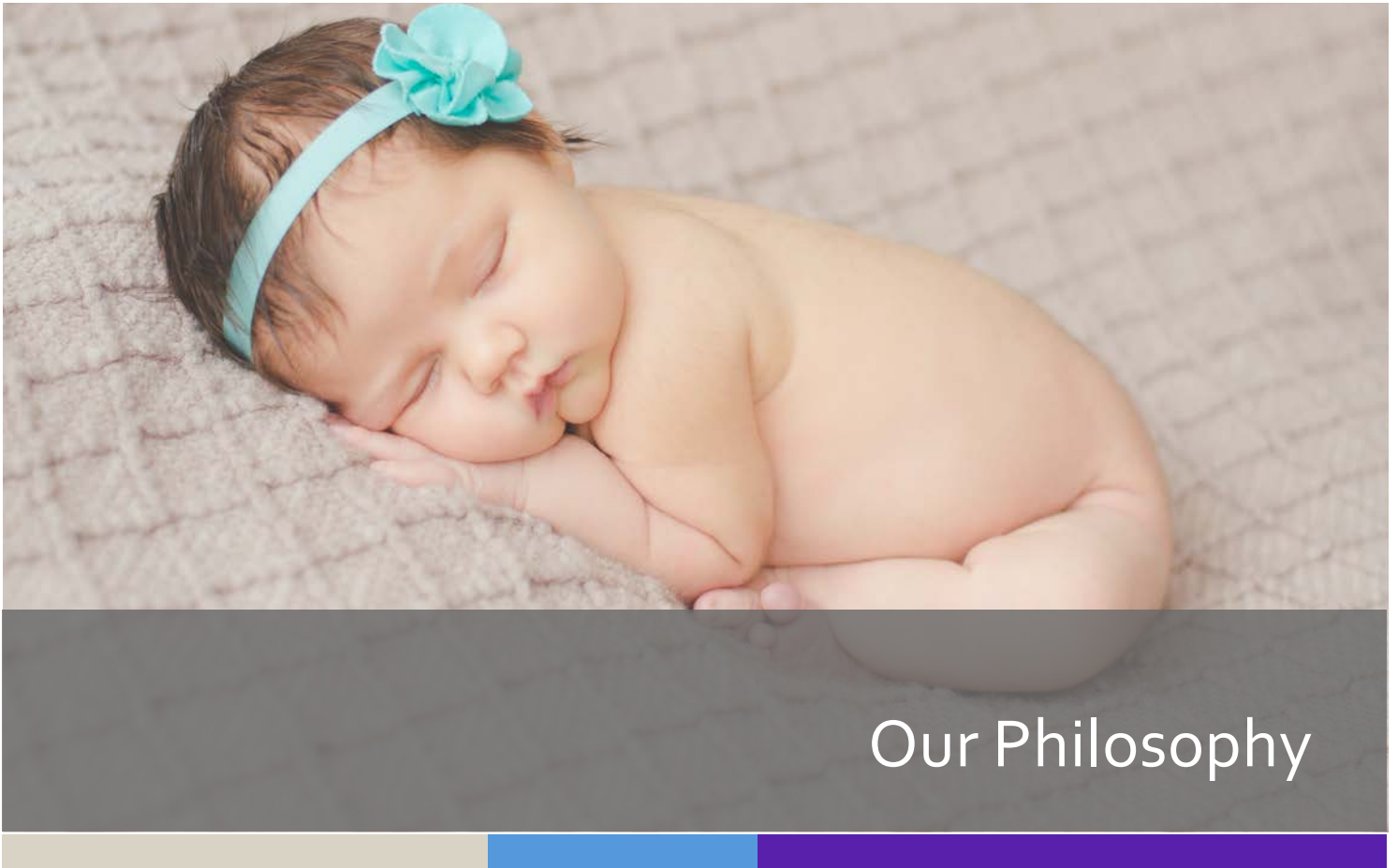


# Media Kit



Turning night-time drama into  
good-night dreams.



## Our Philosophy

Here at Big Sky Lullaby we are committed to turning night-time drama into good-night dreams.

Our business is based on three core beliefs:

- **We believe that sleep deprivation and parenting doesn't have to be one in the same.** With the right guidance sleep deprived parents can start experiencing the joys of parenting.
- **We believe a well-rested baby is a focused and happy baby.** And a happy baby can change the dynamic of the whole family.
- **We believe that when we teach parents how to make sleep a priority, they are making an investment in their child's future.** Study after study will tell you that sleep is essential for children, both to ensure proper brain development and to minimize the risk of problems down the road with things such as concentration, behavior, and mood.

We provide a customized approach that helps ensure successful outcomes, so all families have the tools they need to get the sleep they deserve.



## About Diana

### NO MORE NIGHTTIME DRAMA

My name is Diana Flutie and I am the founder of Big Sky Lullaby. I have spent my career as an avid child health enthusiast, and my first child lead me down the path to becoming a Certified Child Sleep Consultant.

After the birth of my son Owen, I became an incredibly sleep-deprived mom. One day, a stranger (who saw the desperation on my face) suggested I hire an "Infant Sleep Specialist." Those three words changed my life! Within two weeks my son went from an overtired, irritable baby, to being rested and happy. I was able to enjoy being a mother, because I was finally well rested and happy also!

I decided that my mission would be to show parents that help is an option, and give them the tools to get their child sleeping.

When I hear the change in a mother's voice from distress to delight, I know that I chose the right career path!

### Education/Certification

- Bachelor of Arts, Arizona State University  
School of Justice Studies and Social Inquiry  
Concentration in analytical and persuasive writing, and developmental psychology
- Child Sleep Consultant Certification,  
Family Sleep Institute
- Member of the International Association of  
Child Sleep Consultants

# Client Testimonials

*Diana being available in real time is key to the success of a sleep plan! She is PHENOMENAL. She is patient, thorough and genuinely cares. I really felt like a good friend was helping and supporting me through this. Maybe it's hormones, but I cry when I think about how amazing she has been and how much she has changed our lives. My only regret is that I did not know about her sooner. For the first time my baby is happy and I am starting to feel like a normal person again!*

**Mother of 9-month old, North Carolina**

*Diana listened to our desires and goals for our child's sleep; she was a cheerleader, a problem solver, a counselor and a great friend to both of us. She deserves a million thanks, but just to name a few: thank you for 12 hour stretches of sleep, for his two naps/day, our happier less-tense marriage! Thank you Diana...our Angel of Sleep!*

**Mother of 12-month old, California**

*We hired Diana after reaching our breaking point with sleep deprivation. My husband and I have differing levels of comfort with hearing our baby cry and Diana was able to find a method that met ALL of our needs, especially our baby's. Diana rescued us! Our family of four is now so much more relaxed and happy. We are all truly rested. Our experience with Diana was a major turning point and we sing her praises to everyone we know with a baby!*

**Mother of a 9-month old, Montana**

*Within two weeks Makenzie was going down for naps and bedtime easily without any fussing at all. It was a miracle! She also began to take longer naps during the day and is now almost sleeping through the night! I don't know how much longer I would have been able to survive those sleepless nights and long days. I highly recommend Diana. She is fantastic.*

**Mother of a 6-month old, Montana**



# Interview Q&A

## What is a Child Sleep Consultant?

I get this question a lot! It always takes me back to when I first heard the term and wondered the answer for myself. To sum it up, a certified child sleep expert teaches parents how to teach their children to sleep. As a child sleep consultant I create customized sleep plans for my clients in order to put their child on a consistent and healthy sleep schedule that coincides with their biological sleep rhythm. This ensures that they not only get adequate amounts of rest, but that the rest they are getting is occurring in sync with their internal clocks in order to accomplish the mental and physical restoration that sleep is meant to provide.

## Why would someone hire a sleep consultant?

Most families reach out to me because they are sleep-deprived and at their wit's end. Many of them have tried everything possible from the advice they get from their friends and family, to reading multiple books and blogs, even other sleep consultants. Nothing is working and they are still dealing with a child that isn't napping and/or sleeping through the night.

## What do your services entail?

Most of my clients sign up for a sleep plan package. With the packages, I start by getting a comprehensive evaluation of the family's situation. This helps me develop a customized sleep plan for that family's specific needs. We will then schedule a consultation, which can take place virtually, via phone/Skype/FaceTime, or in person depending on what the family prefers. During this consultation I will explain the sleep plan in detail and we will go over any questions/concerns the parents might have about the process. We will also set up our first follow-up phone call and can go over the support guidelines for the two week sleep training process.

## How much of a commitment is there from the parents?

The parents are the key to success. It can be overwhelming; so I discuss with families how both parents can take turns handling the more challenging parts. However, just one parent can implement the sleep plan, which was my personal experience as my husband works away from home. Some nights and naps are harder than others, but the more consistent the parents are, the sooner they will see results. It is a challenging time period but that is what I am there for, I provide the support to help parents stick with the plan.



### When do families start seeing results?

This is my most asked question! Parents usually start to see progress shortly after the process begins. A child who has never been sleep-trained before tends to respond quicker. For those that have been through some sort of sleep training, there will need to be a stronger message to the child that this time the parent means business. It really comes down to the more consistent a parent is, the sooner the desired results will start to occur. I tell parents if they give me 14 days, all of the goals that we set for their child will be accomplished.

### What if the sleep training processes doesn't work?

It will! If for some reason we are not seeing the desired results it is usually because I have not selected the right method, or because the parents are not remaining consistent. If either of these circumstances are the case, I will be able to tell early on and will make the necessary adjustments. If for some reason we do not find resolution after 14 days, I will work with the family until we do. Our methods are 100% effective!!

### What if there is a set back after the two weeks is up?

This happens to everyone at some point. That is why I send a follow-up packet of information with advice and suggestions on how to deal with various situations, such as vacations, transitioning from two naps to one, transitioning into a toddler bed, and dealing with the holidays. The information they need to get through the setback will most likely be in the follow-up packet. If the family still needs help I offer an hourly option where I can answer questions and get the family back on track.

### Do you have any specializations?

Yes, I specialize in high-needs children and have a real passion for working with teenage mothers.

### What does high-needs mean and what do you differently with these children?

My son was a high-needs baby right out of the gate, although I didn't know it. The term "high-needs" was not presented to me until I began studying to become a sleep consultant and I read a book written by Dr. Sears. I then realized there was an explanation for what I was dealing with all along with my own son.

According to Dr. Sears, the term "high-needs baby" underscores the idea that these babies simply need more: more touch, more understanding, more sensitivity, more attachment parenting.

I soon realized that there was no one out there that knew how to help these families. I immediately became dedicated to working with these families and help them complete the "sleep" piece of the high-needs puzzle. My work with these children has helped me customize my approach based on the individual child to help ensure successful outcomes for every family.

### How did you start working with teenage moms?

Before becoming a sleep professional, I worked at a therapeutic group home for pregnant and parenting teenage mothers. This was an experience I am forever grateful for and instilled in me passion for helping young mothers.

Now as a Baby Sleep Consultant, it has become one of my missions to provide teen moms the gift of sleep, and help make motherhood a more enjoyable experience. A young mother is empowered when she has the tools to teach her children to sleep. A healthy sleep routine for baby and mom provides the teen the time to concentrate on her education, as well as take time for herself once in a while. I believe this is essential so teen moms can have an outlet, which makes them a better parent.

### What ages do you work with?

Generally birth to five, but I also work with expecting parents who want to be prepared before the baby arrives.

### How does a parent who needs your services get started?

They can go to my website, [BigSkyLullaby.com](http://BigSkyLullaby.com), and schedule a time for a free 15 minutes consultation. From there we can determine the best way to proceed.

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## Speaking Topics

Diana Flutie is available for speaking at private mom groups, conferences and expos. Her presentations can be tailored to meet the needs of your event and audience. Some potential speaking topics include:

- The In's and Out's of Child Sleep: Addressing Common Sleep Challenges
- Sleep Training Prep for Expecting Parents
- The Science of Training Sleep for Children
- Sleep Tips for Every Childhood Stage

Diana also has a passion for helping high-needs babies and teen mothers get the sleep they deserve. She is available to speak on these specialized topics:

- Solving the Sleep Piece of the High-Needs Puzzle
- Empowering Teens Mothers through Sleep Training

To inquire about speaking engagements, events, and spokesperson opportunities please contact us at [info@bigskylullaby.com](mailto:info@bigskylullaby.com) or 406-431-7240.



# Contact



**DIANA FLUTIE**

406-431-7240

[info@bigskylullaby.com](mailto:info@bigskylullaby.com)

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

[Twitter.com/BigSkyLullaby](https://twitter.com/BigSkyLullaby)



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