



*the* Baby Sleep Club 

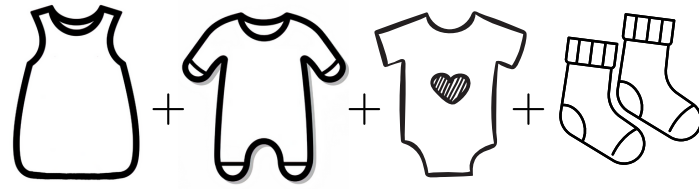
# THE BABY SLEEP BLUEPRINT

A TIRED PARENT'S GUIDE TO  
UNDERSTANDING YOUR BABY'S SLEEP  
STRUGGLES



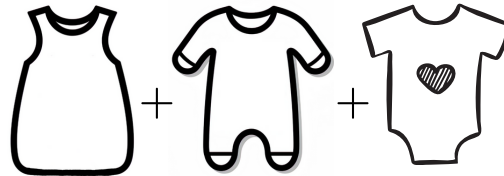
# HOW TO DRESS BABY FOR SLEEP

under 63°F  
under 17°C



2.5 TOG

64 - 68°F  
18 - 19°C



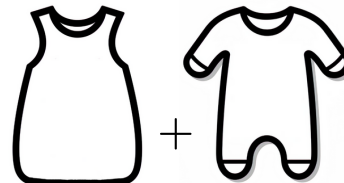
2.5 TOG

69 - 70°F  
20 - 21°C



1.0 TOG

71 - 74°F  
22 - 23°C



1.0 TOG

75 - 77°F  
24 - 25°C



0.5. TOG

78°F +  
26°C +



For guidance purposes only. Use your best judgement to dress your child comfortably to prevent overheating.

# THE REAL REASON BEDTIME FEELS SO HARD



If your baby is struggling with sleep, you're not alone.

You do everything "right": they're fed, clean, and tired and yet the moment you lay them down, they wake up again.

The truth? It's not about what you're doing wrong.

When routine and timing are inconsistent, your baby's body becomes restless instead of tired.

The good news is that you can fix it.

Once you understand the gentle science behind your baby's sleep rhythm, small shifts lead to calmer nights and deeper rest for everyone.

This quick guide shows you what's really going on and the first simple step to peaceful sleep.

## LET'S GET STARTED!

# HOW MUCH SLEEP: BY AGE

AGE	AVERAGE AWAKE TIME	NAPS	TOTAL NAP TIME	TOTAL SLEEP
Newborn	45 - 60 mins	4-5	6 - 8 hours	16 - 18 hours
1 -2 months	1 hour - 1 hour 15 mins	4-5	5 - 7 hours	14 - 17 hours
3 -4 months	1 hour 15 - 1 hour 45 mins	3-4	4 - 7 hours	13- 16 hours
5 - 6 months	2 -3 hours	3	3 - 4 hours	13 - 15 hours
7 - 8 months	3 hours	2	3 - 4 hours	13 - 15 hours
9 - 10 months	3 hours	2	2 - 3 hours	12 - 15 hours
11 - 12 months	3 - 3.5 hours	2	2 - 3 hours	12 - 14 hours
12 - 15 mths	4 hours	1	1.5 - 3 hours	11 - 13 hours
15 - 18 mths	12pm nap	1	1.5 - 3 hours	11 - 12 hours



# 3 THINGS PARENTS DO THAT MAKE BEDTIME TOUGHER



## KEEPING YOUR BABY AWAKE TOO LONG

It seems logical: tire them out so they'll sleep better, right? But babies don't work that way.

When they are awake too long, stress hormones like cortisol and adrenaline kick in, making them look wide awake but actually overtired. The longer they stay up, the harder it is to fall and stay asleep.

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## BEING INCONSISTENT WITH BEDTIME AND WAKE-UP TIMES

Consistency is key. Babies thrive on predictable rhythms. When bedtime shifts each night, their body gets confused and stays restless.

The fix: keep bedtime within the same window and start the routine before they become overtired.



## HELPING TOO MUCH AT THE WRONG TIME

It works for now, but it keeps you stuck. Each time your baby wakes, they need the same help to fall back asleep.

Guiding them to settle while you stay close teaches real rest and independence.



## WHAT'S ACTUALLY GOING ON

Your baby's sleep isn't random, it's biological.

Every nap, bedtime, and wake-up sends signals to your baby's brain about when to release sleep hormones and when to stay alert. When those signals are inconsistent, everything gets out of sync.

### **Your baby's brain runs on rhythm, not random naps.**

Think of it like an internal clock that loves patterns.

When the timing of naps and bedtime keeps changing, your baby's brain doesn't know when to expect rest. That confusion raises cortisol (the stress hormone), which makes them wired instead of tired.

### **Feeding plays a big part in this rhythm too.**

When your baby's daytime feeds are unpredictable, their body struggles to separate hunger from tiredness.

They might wake more often at night, not always because they're hungry, but because their body hasn't learned when to expect food and when to expect sleep.

By bringing feeding, wake windows, and bedtime into harmony, you help your baby's body feel secure and ready to rest, not restless.

### **Why timing matters so much**

You can have the coziest pajamas, the perfect bedtime routine, and still struggle, because if sleep timing is off, the body can't relax.

Hitting the "sweet spot" is what makes bedtime smoother, faster, and calmer.



**The good news:** *Your baby's body wants to sleep.*

*Once you align their naps, bedtime, and wake-ups with their natural rhythm, everything starts to click. Falling asleep gets easier, night wakings decrease, and your whole evening feels calmer.*

# READY FOR EASIER SLEEP FOR YOUR BABY?



If you're tired of guessing and ready for real results, take the next step.

Inside *The Baby Sleep Solution*, you'll get the gentle, step-by-step plan that helps your baby fall asleep independently, stay asleep longer, and wake up happy.

No endless crying. No strict schedules. Just clear guidance that works.

**GET THE BABY SLEEP SOLUTION**

# FOR NEWBORNS (BELOW 4 MONTHS)

Newborn sleep is beautifully unpredictable. Your baby's body is still learning day from night, and frequent wake-ups and contact naps are completely normal.

At this stage, it's not about sleep training but gentle sleep shaping — creating calm, predictable patterns that teach your baby what rest feels like.

Keep days bright and nights calm. Watch for sleepy cues and short wake windows (45–60 minutes). Follow a simple rhythm: feed, cuddle, swaddle, lights out. Use white noise and a dark room to help them relax.

Small, consistent steps like these build the foundation for longer, smoother nights as your baby grows.

Our *Newborn Sleep Guide* helps you feel calm, confident, and connected, so you can enjoy your baby and finally rest without the constant worry.

[GET THE NEWBORN  
SLEEP GUIDE](#)

