



Stork

# having a baby changes everything

How do I find the best pediatrician for my baby?  
Is organic bedding the best choice?

What is a doula and do I need one?  
Where can I find a great lactation expert?

Is a bassinet better than a crib for a newborn?  
What do I need to know before buying a stroller?!

Do I need a birthplan? And, what is a birthplan?!

What furniture do I really need for the nursery?  
How do I make sure everything is ready on time?

What do I need to know about traveling with my baby?

How do I decide if I want to co-sleep with my baby?



# Let Stork help you with the everything part.

Stork is...baby planning tailored to your one-of-a-kind life. Dedicated mentors work directly with parents-to-be to throughout pregnancy to prepare every detail for the arrival of your joyful bundle. Your family's needs are defined, timelines are organized, everything your family will need is taken care of (in advance), and the questions you've wondered about are explained (from experience and expertise). We know you want to be the best parent, and do what's best for the little one. Stork will help you make the right choices that suit your lifestyle, to keep the joy and lose the stress.



Photo courtesy of Davina Zagury

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## Dear New Mom & Dad,

Congratulations! You're on a wonderful, life-changing journey!

I wish this type of service had been available when I was pregnant with my twin sons. Like so many women, I had intense professional obligations and no time to plan!

The transition to parenthood should be joyful and confidence building—a celebration, not a time for stress. To help you get started, here are a few tips to try:

1. Write a letter to your baby that includes your hopes and dreams.
2. Become the family manager. Write a list of tasks, and *more*
3. Visit your hospital's nursery and let yourself soak in the beautiful babies.
4. Working backwards from your due date, schedule must-do projects, appointments & trips. You'll avoid conflicts and mad dashes later (include hair/nails!).

I hope you'll let Stork help guide you on your amazing journey *to parenthood*. Please call us to learn more about our services, or visit us at [www.storkplan.com](http://www.storkplan.com).

Here's to your happy family!

Erica Bartman *founder*

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stOrk  
promises to  
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mentor with  
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to share our  
experience and  
knowledge; to  
help you build  
a foundation  
for parent-  
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