

Newborn Sleep Guide

Sweet Dreams
from the Start



Tender Sleep Company
tendersleepco.com

Congratulations!

Welcoming a newborn is such an exciting adventure. Along with the joys of a tiny, sweet, precious bundle of cute, comes new experiences, unanswered questions, and maybe even some anxieties.

While the newborn stage can be overwhelming for many reasons, sleeping a newborn does not have to be one of them.

This guide will empower first-time parents with simple, gentle steps for nurturing healthy sleep habits - so that you can avoid future sleep troubles.

What Realistic Newborn Sleep Looks Like

Did You Know?

Newborns thrive on sleep—most need between 14 and 17 hours of rest in every 24-hour period, though this is typically divided into multiple short stretches both day and night. It's perfectly normal for your newborn to sleep for just 1 to 2 hours at a time before waking for a feed or comfort; frequent cuddles and close contact are a healthy part of this stage and help support emotional development.

Expert Tip

Be attentive to your baby's earliest signs of tiredness. Research shows that most newborns benefit from sleeping again just 45 minutes to one hour after waking for the day. Planning to offer your baby a nap within this short window can prevent overtiredness, making the day smoother for the whole family and promoting more restful sleep for everyone.

Feel confident: Every newborn is unique, and responding to their cues is the best way to foster healthy sleep habits right from the start.



Gentle Strategies to Encourage Longer Rest

Foundations for Better Baby Sleep

Watch for “wake windows” - most newborns can only handle 30 to 90 minutes awake before needing sleep again. Putting the baby down within this window prevents overtiredness and fussiness, helping both parent and baby get more restful naps (and nights).

Keep your bedtime routine simple and calming: try feeding, diaper change, and swaddling before sleep.

Swaddling and using white noise can help limit startle awakenings and soothe your baby.

A cool, dark environment (68–72°F) supports longer stretches of sleep.



Buildings Routines for Easier Sleep Training

Build Better Sleep Now

Start every nap or bedtime with simple, soothing steps:

- Sing a familiar lullaby
- Dim the lights
- Swaddle your newborn

These comforting cues signal “sleep time” and foster security for your baby.

Whenever possible, lay your baby down in their sleeping space while they're drowsy but still awake. This gentle approach helps nurture self-soothing skills, so your baby gradually learns to transition between sleep cycles with greater ease.

Flexibility is just as important as consistency. As your baby develops, expect spurts of change: growth, developmental leaps, and new skills can temporarily disrupt routines. By adapting and responding to your baby's cues, you'll support healthy sleep habits that last beyond the newborn stage.



Ready for Restful Nights?

Every family's sleep journey is unique, and building healthy sleep habits for your newborn gives them a strong foundation for life-long wellbeing.

If you're feeling unsure or simply want more support at any stage, know that you don't have to figure it out alone - gentle, expert sleep guidance is available to empower both you and your baby.

I can tailor sleep solutions for your family so everyone can get the rest they deserve - so you can thrive, not just survive.

Early support makes a world of difference, helping your child develop positive sleep patterns for years to come.

Explore service packages and take your first step towards peaceful nights and confident parenting. Support is just a click away—because better sleep really is possible for every family.

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