

MY LITTLE *home school*

PRACTICAL HOMESCHOOL ADVICE



CREATED AND MANAGED BY
Charlotte Jones



Hi there!

My name is Charlotte Jones and I'm the creator and manager of My Little Home School. I've been a working homeschool mom to special needs twin boys since 2017 and have been documenting our journey since then. I'm a teacher and coach, so am passionate about sharing my experiences and expertise with other parents and offering support in any way that I can.

Homeschooling is all about community and through my blog, I've managed to build a group of supportive, like-minded parents with whom to share the struggles and triumphs. My audience is engaged and close-knit and I've learnt so much from them.

Being a special needs parent comes with its own set of challenges and rewards. It can be scary and lonely at times and I've have found an amazing community of parents that have helped me. In turn, it's very important for me to offer advice and support to other special needs parents.

I'm very excited to work together so that I can share your brand with parents who can really benefit from what you offer!

About the Blog

Stats

1700+
MONTHLY PAGE VIEWS

1000+
UNIQUE VISITORS

35%
SOCIAL TRAFFIC

16%
DIRECT TRAFFIC

15%
ORGANIC TRAFFIC

25 - 54
AVERAGE AGE OF READER

60%
READERS FROM THE US

750+
EMAIL SUBSCRIBERS

40%+
OPEN RATE

My Little Home School was born out of a desire to document and process my special needs homeschooling journey. It's been instrumental in making me a more confident and relaxed parent today. As a result, I try and pay this forward to other parents needing encouragement and support.

Apart from offering realistic advice, I also review products that are useful for homeschoolers, special needs parents and moms in general. I always give my honest opinions so that my readers are sure that they are getting the full picture about a product and that it will definitely be useful for them.

In addition to writing, I create resources for parents to use and they can also find a homeschool directory, with other blogs that I love. It is my mission to make My Little Home School a one-stop site for new and experienced homeschool families.

You can also find me on the BookShark blog, the iHomeschool Network and on my Strike a Balance Podcast for Working Homeschool Moms.



Working Together

Sponsored blog post = \$ 150 + *1 year access to programme

- 600+ words with brand keyword optimization
- embedded video if required
- brand images
- original images with product
- posting on Instagram and Facebook with links
- pinned to Pinterest
- included in my weekly newsletter

Instagram post/reel = \$ 50 + *1 year access to programme

- feed post/reel
- story of post/reel with link
- posting on Facebook

Podcast ads (per episode) = \$ 50 + *1 year access to programme

- packages available for multiple ads
- info with links in the show notes and my website

Email blast = \$30 + *1 year access to programme

*I require a 2 week turnaround in order to fully try out any products or programmes.

Brand Work

I've worked with the following brands:

Education Perfect
Boss Club
Night Zookeeper
Brainika Math
CTCMath
LightSail for Homeschoolers
Table Fables
Mr D. Math
HOMER Reading
Dance Mat Typing
BookShark
iHomeschool Network
Munga Punga
Flexible Homeschool Planning App
Build a Bot
Smartick

Social Stats

6500+
INSTAGRAM FOLLOWERS

400+
PRIVATE FACEBOOK GROUP

800+
FACEBOOK FOLLOWERS

75+
TIKTOK FOLLOWERS

30K
PINTEREST VIEWS

PODCAST
WEEKLY

Contact Me

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*STATS FROM SEPTEMBER 2022