



ParentingADHDandAutism.com

Penny Williams

PARENTING COACH, SPEAKER,
AUTHOR & PODCASTER

MEDIA KIT

Hi, I'm Penny!

PARENTING COACH & SPEAKER

A parenting coach for neurodiverse families, Penny Williams is the award-winning author of four books on ADHD, including *Boy Without Instructions*, host of the Beautifully Complex Podcast, host of the annual Neurodiverse Parenting Summits, and co-founder of The Behavior Revolution, an initiative devoted to celebrating and supporting kids with ADHD or autism through neuroscience-backed insights, hard-won strategies, compassion, and guidance. Penny has helped thousands of neurodiverse families across the globe survive and thrive in the face of ADHD and/or autism.



 **26K**
@PennyWilliamsAuthor

 **3.5K**
@PennyWilliams

 **4M**
podcast downloads

 **32K**
email subscribers



SPEAKING TOPICS

- ✓ Creating a Neuro-Affirming Environment for Neurodivergent Kids
- ✓ The Interconnectedness of Biology & Behavior
- ✓ Working with Neurodivergent Students
- ✓ Transforming Challenging Behavior
- ✓ Parent Self-Care
- ✓ The Necessary Parenting Pivots When Raising Neurodivergent Kids

SEEN AT  **BOYS & GIRLS CLUBS OF CHEROKEE**

 **ST GERARD HOUSE**

YE International Forum

ADDITUDE

Wired Differently Summit

Client Testimonials

“Having a child with ADHD is tough. Penny's wisdom, honesty, and understanding of the disorder makes parents not feel so alone.”

A Chura

“I just wanted to say THANK YOU! I've had so many aha moments while listening.”

Kesia

The Podcast

BEAUTIFULLY COMPLEX



On the Beautifully Complex podcast, I provide weekly insights and actionable strategies on parenting and educating neurodivergent kids – those with ADHD, autism, anxiety, learning disabilities... My guests and I are decoding behavior while honoring neurodiversity, and learning to parent/teach the individual child you have.



MOST DOWNLOADED EPISODES

082: Strategies to Help Your Anxious Child, with guest Dawn Huebner, Ph.D.

094 Calming Techniques for Kids (and Parents) with Penny

145: How to Stop Yelling at Your Kids, with Robbin McManne

150: Behavior Charts, Rewards & Punishments, with The Behavior Revolution (Sarah Wayland, Ph.D. & Penny Williams)

STATISTICS

4M

total podcast downloads

20-30+k

average monthly downloads

4.7

podcast rating

MY AUDIENCE

84%

women

82%

25-54 yrs old

75%

USA

Podcast Advertising

BEAUTIFULLY COMPLEX

The Beautifully Complex Podcast delivers weekly insights and actionable strategies on parenting and educating neurodivergent kids – those with ADHD, autism, anxiety, learning disabilities, etc...



MID-ROLL NATIVE PODCAST ADS:

You provide:

- You/your company sends me some of your product or grants me free access to your service, if it's something I or my neurodivergent young adult son can try out.
- You pay \$200 per show for a 60-second read that is organically inserted into the episode. This means I'll just take a quick minute to talk about your product, service, or company and either my experience with it, or why I support the company and recommend your product/service, IF I tried your product. If not, you can provide a 60-second ad in audio format or a script for me to read.
- You must buy a minimum of 2 episodes at this new advertiser price. You'll get an option to buy up to 20 more at the same rate, up to 4 weeks after the first release of ad #1.

I provide:

- Your ad placed in the mid-roll of a Beautifully Complex episode
- Your logo, linked to your website, will appear in the sponsor section of the show notes page for the episode.

BOOST YOUR RESULTS

Providing a discount for my audience that is read into your ad increases visits to your website from the podcast ad.

Sponsored Posts

PARENTING ADHD & AUTISM

You provide:

- \$125 sponsored post fee
- a product or service to try out (no product returns)
- Your logo and information on the product/service to be used for promotion


I provide:


- A sponsored post on Instagram and Facebook featuring me or my family using your product with our review OR your ad image with a discount code for my audience

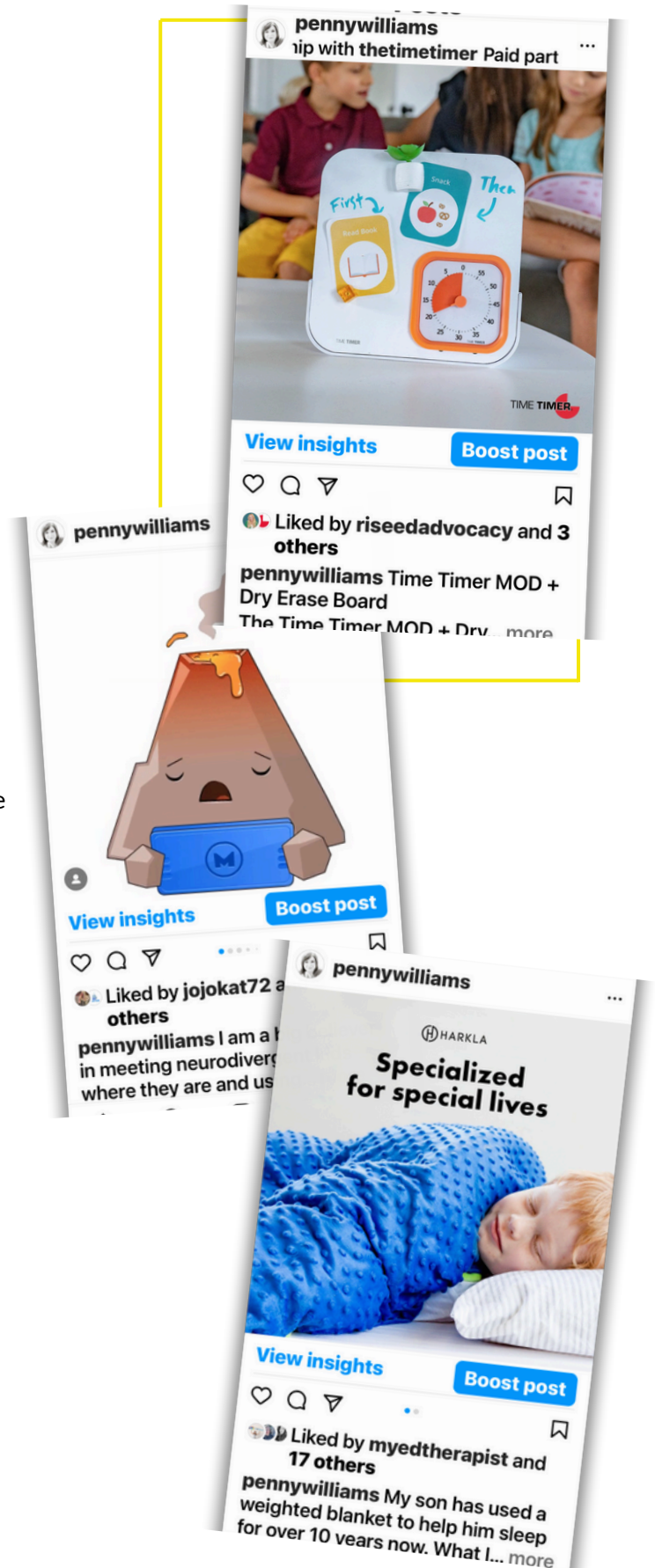
STATISTICS

 **26K**
@PennyWilliamsAuthor

 **3.5K**
@PennyWilliams

 **900+**
@ParentingADHDASD

 **1.6K**
@pennywpenny



Summit Sponsorship

NEURODIVERSITY SUMMITS

Our Neurodiversity Summits offer expert tools and insights to empower parents raising neurodiverse kids – like those with ADHD, autism, anxiety, and learning disabilities (and educators too). Each year I bring together dozens of the world’s experts to share the most effective insights and strategies for neuro-atypical kids, all online and free.



STATISTICS

5-10K

attendees enrolling

200+

experts in all Summits

280

workshops in all Summits

*See social media stats on previous page.

You provide:

- You pay \$397 sponsorship fee
- You/your company provides a discount code for your product or service to be shared with Summit attendees
- Your logo and information on the product/service to be used for promotion

I provide:

- Your logo, linked to your website, will appear in the featured sponsors section of the summit registration pages, just under the header (“above the fold”).
- One post about your company and product/service on each of my Facebook and Instagram accounts.



hello@parentingadhdandautism.com
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GET IN TOUCH

I am always looking to share products and services that benefit neurodivergent kids, their parents, their teachers, and any other caring adult in their orbit. I look forward to working together!

Penny