



# Teeny Peanut™ Designs Adoption Profile Worksheet

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The hardest part of writing any introduction (aka “birthmother”) letter, adoption profile book, adoption profile website or outreach communication is the starting point. To help you begin and organize your thoughts, information and photos, we put together this worksheet. Once you’ve completed the worksheet and are ready to begin developing the materials, feel free to contact us to help you with your designs and execution. Valuable information to effectively develop your adoption profile and outreach materials are available in the *Teeny Peanut™ Insightful Adoption Ideas* eBook as well as on the Teeny Peanut Blog at [www.teenypeanutdesigns.com](http://www.teenypeanutdesigns.com).

## Needed Materials - Place a check next to all items you plan to develop.

- |  |  |                                       |
|--|--|---------------------------------------|
| <input type="checkbox"/> Website         | <input type="checkbox"/> Introduction letter | <input type="checkbox"/> Profile book |
| <input type="checkbox"/> Outreach letter | <input type="checkbox"/> Outreach postcard   | <input type="checkbox"/> Ad(s)        |
| <input type="checkbox"/> Letterhead      | <input type="checkbox"/> Business card       |                                       |
| <input type="checkbox"/> Other _____     |  |                                       |

## Contact Information

For consistency, use the same contact information for every piece you develop.

Name(s): \_\_\_\_\_

Mailing address: \_\_\_\_\_

Web address: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Telephone number(s): \_\_\_\_\_

Social media address(s): \_\_\_\_\_

## Organizing Your Thoughts

Below are some potential topics to include in your profile and outreach materials. Use this to do some brainstorming, write down some key thoughts, list some potential photos and prioritize what is most important to you.

Pertinent information re: adoption/message to expectant mother: \_\_\_\_\_

Adoption requirements, i.e., gender and ethnicity of baby, conditions for open adoption: \_\_\_\_\_

Message to expectant mother/parents: \_\_\_\_\_

Key points about Adult 1: \_\_\_\_\_

\_\_\_\_\_

Key points about Adult 2: \_\_\_\_\_

\_\_\_\_\_

Life as a couple, if applicable: \_\_\_\_\_

\_\_\_\_\_

Kid(s) or pet(s), if applicable: \_\_\_\_\_

\_\_\_\_\_

Extended family: \_\_\_\_\_

\_\_\_\_\_

Friends, neighbors and support network: \_\_\_\_\_

\_\_\_\_\_

Home - inside and outside: \_\_\_\_\_

\_\_\_\_\_

Neighborhood: \_\_\_\_\_

\_\_\_\_\_

Baby preparation: \_\_\_\_\_

\_\_\_\_\_

Parenting style and values: \_\_\_\_\_

\_\_\_\_\_

Jobs and financial security: \_\_\_\_\_

\_\_\_\_\_

Religion, faith or beliefs: \_\_\_\_\_

\_\_\_\_\_

Future plans and dreams: \_\_\_\_\_

\_\_\_\_\_

Other: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_