



THE NEWBORN BLUEPRINT • BY PHILLIPPA WILLIAMS

First Month *Essentials*

Everything you actually need for baby's first month - and
nothing you don't.

A calm, curated checklist from a Baby Nurse & Newborn Care Specialist
with 20+ years of experience. Print it, check it off, and breathe.



Sleep

Feeding

Diapering

Bath & Health

For Mama

thenewborn-blueprint.com • [@thenewbornblueprint](https://www.instagram.com/thenewbornblueprint) • A virtual baby nurse in your pocket

You don't need everything. You need the right things.

A note from Philly

I've cared for newborns for over 20 years - in quiet nurseries at 2 a.m., in busy family homes, and for families who felt completely overwhelmed on day one. I carried the idea of a virtual baby nurse in my head since 2011 because I kept meeting the same mama: loving, exhausted, and sold far too much stuff she never used.

This list is what I actually reach for in the first month. No fluff, no fear-selling. Just the essentials that make feeding, sleeping, and soothing simpler - so you can spend less time shopping and more time holding your baby.

- Phillipa Williams, *Baby Nurse, Newborn Care Specialist & Certified Sleep Trainer*

How to use this guide

Check items off as you buy, borrow, or add them to your registry. Quantities assume laundry every 2-3 days. Items marked as Philly's picks are the ones I would not walk into a first week without.

Budget tip: Buy newborn sizes sparingly. Many babies wear them for only 2-3 weeks. Keep tags on extras and exchange for 0-3 months.

Registry tip: Put consumables (diapers, wipes, cream) on the registry too - they are the gifts you will use daily.

1 Sleep & Safe Sleep

Safe sleep is simple: baby on their back, on a firm, flat surface, with nothing soft in the sleep space. Always follow your pediatrician's guidance.

- ☐ **Bassinet or bedside sleeper** 1
Keeps baby close for night feeds while maintaining a separate, safe sleep surface.
- ☐ **Firm mattress + fitted sheets** 2-3 SHEETS
One accident at 3 a.m. and you will be glad for a dry backup. Snug fit only.
- ☐ **Muslin swaddle blankets** 4-6
For swaddling, stroller shade, burping, and tummy time. They get softer with every wash.
- ☐ **Velcro or zip swaddles** 2-3
Easier for sleepy parents than a blanket swaddle, especially at night.
- ☐ **Sleep sacks (0-3 mo)** 2
A safe, wearable blanket for when baby outgrows swaddling.
- ☐ **White noise machine** 1
Mimics the womb, masks household noise, and becomes a powerful sleep cue.
- ☐ **Room thermometer & soft night light** 1 EACH
Aim for a comfortably cool room. Warm amber light keeps night feeds calm and drowsy.

2 Feeding Essentials

Whether you breastfeed, bottle-feed, pump, or do a combination, set up one calm feeding station with water, a snack, and everything within arm's reach. You will spend many sweet hours there.



Breastfeeding

- ☐ **Nursing pillow**
Saves your back, shoulders, and wrists.
- ☐ **Nursing bras / tanks** 3-4
Soft, no underwire at first; comfort wins.
- ☐ **Nipple cream & breast pads**
For tenderness and leaks in the early days.
- ☐ **Breast pump + milk bags**
Check insurance coverage; have storage bags before you need them.
- ☐ **Haakaa / milk collector** OPTIONAL
Catches letdown with zero effort.

Bottle-Feeding

- ☐ **Bottles, slow-flow nipples** 6-8
Start with 4-5 oz size; try 1-2 brands before buying a full set.
- ☐ **Bottle brush & drying rack**
Keeps feeding gear separate and hygienic.
- ☐ **Formula & dispenser** IF USING
Pre-measured dispenser makes night bottles faster.
- ☐ **Sterilizer or large pot**
For first washes and pump parts as directed.
- ☐ **Burp cloths** 10-12
You will place one in every room. Muslin works beautifully.

Philly's feeding station checklist: Water bottle • snack • phone charger • burp cloth • nipple cream • small pillow • dim light. Set it up once; thank yourself every night.

3 Diapering, Clothing & Bath

Diapering

- ☐ **Diapers - Newborn + Size 1** 1 PACK EACH TO START
Expect 10-12 changes a day. Do not overstock newborn size.
- ☐ **Water-based wipes** 1 CASE
Gentle on newborn skin; fragrance-free is kindest at first.
- ☐ **Changing pad + covers** 2 COVERS
Any flat, safe surface works - a dresser top saves space.
- ☐ **Diaper cream (zinc-based)** 1 TUBE
Prevention at night, treatment at first sign of redness.
- ☐ **Diaper pail or scented bags**
Contains odor between garbage runs.

Clothing & Laundry

- ☐ **Kimono-style onesies** 7-10
Side snaps avoid pulling clothes over baby's head and cord.
- ☐ **Footed sleepers with zips** 5-7
Two-way zips make 2 a.m. changes fast. You will reach for these daily.
- ☐ **Hat, socks & scratch mittens** 2-3 SETS
For warmth and comfort in the first weeks.
- ☐ **Gentle baby detergent**
Wash new clothes before first wear.

Bath & Hygiene

- ☐ **Infant tub, washcloths & hooded towels** 6 CLOTHS • 2 TOWELS
Sponge baths until the cord falls off, then short warm baths 2-3x/week.
- ☐ **Gentle baby wash & soft brush**
A little goes a long way; fragrance-free for newborn skin.
- ☐ **Baby nail file / clippers & saline drops**
File after bath when nails are soft. Saline helps stuffy noses.

4 Health, Soothing & For You

Health & Safety Kit

- ☐ **Digital thermometer**
Know how your pediatrician wants temperature taken and when to call.
- ☐ **Bulb aspirator & saline**
Saline first, gentle suction second for congestion.
- ☐ **Pacifiers** **2 STYLES**
Try after feeding is established if you wish; babies have preferences.
- ☐ **Infant car seat (installed)**
Install and practice before delivery day. You cannot leave hospital without it.
- ☐ **Baby carrier or wrap**
Hands-free soothing and bonding; a lifesaver for fussy evenings.

For Mama, Partner & Home

- ☐ **Recovery supplies**
Pads, peri bottle, comfortable underwear, and rest - ask your provider what to stock.
- ☐ **Nightstand caddy**
Diapers, wipes, change of clothes, water and snack for night shifts.
- ☐ **Freezer meals & snack station**
Feed the feeder. Simple, warm, one-handed food you love.
- ☐ **Support plan**
Who helps for 2 hours so you can sleep? Put names and numbers on the fridge.

Philly's Top 10 Non-Negotiables

1. Safe sleep surface + fitted sheets
2. Swaddles (muslin + velcro)
3. White noise machine
4. 10-12 burp cloths
5. Bottles or nursing station ready
6. Diapers, wipes & cream
7. Zip footed sleepers
8. Thermometer
9. Car seat installed
10. A carrier for fussy evenings

You can skip for now

- Wipe warmer
- Lots of newborn outfits & shoes
- Fancy swing (borrow first)
- Large toy haul
- Bulk newborn diapers

Save the money. Add only what your baby shows you they love.



THE NEWBORN BLUEPRINT

You are more ready than you feel.

Babies do not need perfection. They need a calm, safe place to sleep, a full belly, a clean diaper, and you - learning as you go. This list handles the stuff. You handle the love.

Want a virtual baby nurse by your side?

From your first 48 hours home to sleep shaping at 4 months, I help you feel confident, rested, and supported - without judgment, ever.

Start free: Bringing Baby Home - Your First 48 Hours Checklist

Guides: The Newborn Blueprint Toolkit & 4-Month Sleep Blueprint

1:1: Virtual coaching & newborn consultations

thenewborn-blueprint.com • Link in bio @thenewbornblueprint

Educational information only and not medical advice. Always follow your pediatrician, midwife, or provider's guidance for your baby. If you are ever worried about feeding, breathing, temperature, or safety, seek care promptly.

With love, Philly - Phillippa Williams, Founder, The Newborn-Blueprint
thenewborn-blueprint.com