

THE HOMESCHOOL HOW TO PODCAST

Media Kit & Brand Partnerships

2026 – 2027

Real families. Real strategies. Real life.

Prepared by Cheryl Daley

Founder, The Homeschool How To Podcast

thehomeschoolhowto.com • [@thehomeschoolhowtopodcast](https://www.instagram.com/thehomeschoolhowtopodcast)

About Cheryl & The Homeschool How To

Cheryl Daley left a 16 year career in State government to homeschool her children — and built The Homeschool How To to answer the questions that she, along with other new homeschooling parents, have.

Over the past 3.5 years, Cheryl has interviewed more than 200 homeschooling families on The Homeschool How To Podcast, turning those conversations into practical guides, templates, and courses that families actually use — not aspirational content that sits unread.

That practicality is why her audience trusts her product recommendations. She doesn't just post about brands — she builds the categories, checklists, and planning tools her listeners are already reaching for, and brands fit naturally inside that trusted structure.

Why brands partner with Cheryl

- A highly engaged, mobile-first audience of active homeschool decision-makers
- A proven, trackable conversion record — not just impressions
- Content that lives inside a trusted, resource-driven ecosystem (podcast, Instagram, printables, courses)
- A founder who vets every partner personally before recommending to her audience

By the Numbers

A snapshot across podcast, Instagram, and affiliate performance.

125K

Instagram
followers@thehomeschoolhowtopodcast

23,746

Podcast downloads(last 90 days)

2.3M

Instagram + Facebookviews (28 days)

296K

Instagram reach(28 days)

40.4K

Content interactions(28 days)

86%

DM response rate

200+

Homeschool families interviewed on-air

1,781

Posts published to date

1.3K

New DM conversations started per month

Audience snapshot

- 96% of site traffic is mobile — brands reach parents where they actually are, not at a desk
- 77% iOS — a higher-income, higher-intent household skew typical of homeschool audiences
- 52% of content interactions come from non-followers — Cheryl's content actively earns new reach every month, not just engaging an existing base
- 1,300+ direct conversations started monthly via Instagram DMs — a warm, high-trust channel for product questions and recommendations

Featured Content

A sample of the content style brands appear alongside — practical, save-and-share resources rather than generic lifestyle posts. Drop screenshots of your top-performing posts or Reels into the frames below before sending.



thehomeschoolhowtopodcast and tuttleandtwins
Paid partnership with tuttleandtwins
Original audio

thehomeschoolhowtopodcast I kept hearing about the Tuttle Twins books from guest after guest on my podcast, so eventually I had to see what all the excitement was about. Now I understand why so many homeschool families recommend them.

Their America's History series tells the story of our country in a way that's engaging, age-appropriate, and actually gets kids asking questions instead of just memorizing dates. With Volume 3 now available, it's the perfect time to dive into American history as we celebrate our nation's 250th anniversary. Whether you're planning a homeschool history unit study or just want your kids to better understand the people and events that shaped America, these books are a great place to start.

Comment TUTTLE and I'll send you the link, plus details on the America 250 sale and the new America's History Volume 3!

#HomeschoolHistory #HomeschoolCurriculum #AmericanHistory #Homeschooling #TuttleTwins

213 likes
July 6

<https://www.instagram.com/p/DabuTwfxMIP/>



thehomeschoolhowtopodcast and tuttleandtwins
Kingfisher • flowers-fire (rework)

thehomeschoolhowtopodcast This is Saratoga National Cemetery, where my dad is buried. He didn't die in combat, but many folks buried around him did. 🇺🇸

We brought America's History Volume 2 to the place where that history actually happened — and watched it click for our kids in a way a classroom never could.

The Tuttle Twins Family Starter Pack is on sale through May 31 — all 14 storybooks + both volumes of America's History for \$199.88 (a \$641.86 value). Your kids will not learn these values in school — it's up to us parents to provide it.

Comment 'Tuttle' and I'll send you the link!

#MemorialDayWeekend #HomeschoolHistory #TuttleTwins #TeachThemYoung #FreedomIsFree

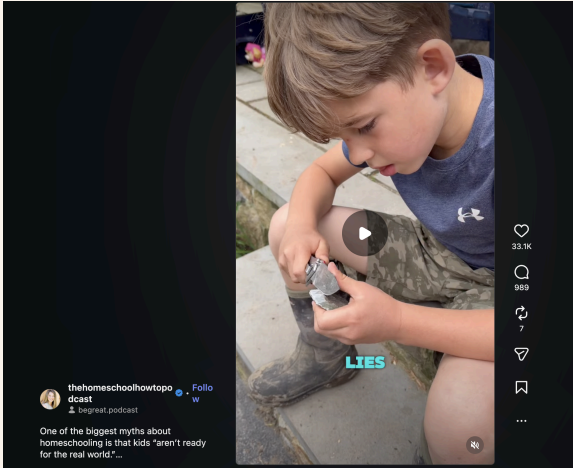
14w

ravennkramer I love this so much

14w Reply

249 likes
May 24

<https://www.instagram.com/p/DYuecY0x1h3/>



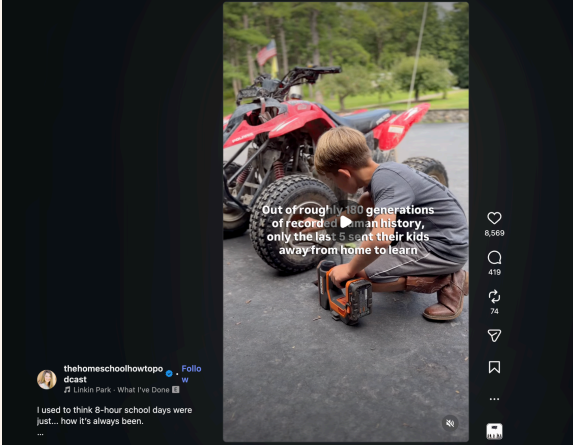
thehomeschoolhowtopodcast
dcast
legreat.podcast

One of the biggest myths about homeschooling is that kids "aren't" ready for the real world...

LIES

33.1K
989
7

<https://www.instagram.com/reels/DZSX9UmBotN/>



thehomeschoolhowtopodcast
dcast
Lakes Park - What I've Done

I used to think 8-hour school days were just... how it's always been.

Out of roughly 180 generations of recorded human history, only the last 5 sent their kids away from home to learn.

6,569
419
14

<https://www.instagram.com/reels/DcoM1JWhdlj/>

Case Study: Tuttle Twins Affiliate Partnership

A 12-month look (Aug 31, 2025 – Sep 1, 2026) at how Cheryl's audience converts when a brand fits naturally into her content — proof this isn't a vanity-metrics account.

Site visits driven	6,197
Orders generated	157
Conversion rate	3% (site average is typically 1–2%)
Sales generated for company	\$13,186
Top traffic sources	Direct brand-site clicks, Instagram, Facebook — a healthy mix, not a single-channel spike

Takeaway: Cheryl's recommendations don't just generate views — they generate orders, at a conversion rate that outperforms typical affiliate benchmarks, because her audience trusts her curation.

Partnership Packages

Every package can flex to a brand's goals — awareness, affiliate sales, or a full-funnel push around a launch. Custom bundles and multi-month retainers are available; reach out to build one together.

Introduction Package 2-Month Partnership	Trust Builder 4-Month Partnership	Full Exposure 6-Month Partnership
• 2 Instagram Reels • Reels cross-posted to Facebook when appropriate • 4 Instagram Story features • 1 email mention • Weekly podcast ad placement for the duration of the partnership (8 placements) • ManyChat CTA/link when appropriate	• 4 Instagram Reels • Reels cross-posted to Facebook when appropriate • 8 Instagram Story features • 2 email mentions • Weekly podcast ad placement for the duration of the partnership (approximately 16 placements) • ManyChat CTA/link when appropriate • End-of-campaign performance recap	• 6 Instagram Reels • Reels cross-posted to Facebook when appropriate • 12 Instagram Story features • 3 email mentions • Weekly podcast ad placement for the duration of the partnership (approximately 26 placements) • ManyChat CTA/link when appropriate • Mid-campaign performance recap • Final campaign performance recap
Investment: \$2,500	Investment: \$4,000	Investment: \$5,000

Let's Work Together

If your brand serves homeschool families — curriculum, printables, enrichment products, or family life products — I'd love to talk about how we can build something that performs for you and genuinely helps my audience.

Cheryl Daley

Founder, The Homeschool How To

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