



[www.NotYourAverageAutismMom.com](http://www.NotYourAverageAutismMom.com)

*Shannon Urquiola*

OWNER/FOUNDER  
NOT YOUR AVERAGE AUTISM MOM  
501 (C)3 ORGANIZATION

MEDIA KIT

Not Your Average  
**AUTISM MOM**

# Hi. Shannon Urquisola!

OWNER/FOUNDER

I'm Shannon, a proud mother of two amazing young adults. My oldest child, Jordan, is 27 and my daughter Madison is 25.

Jordan was diagnosed with autism when he was 5 years old. My journey raising an autistic child inspired me to create ***Not Your Average Autism Mom***.

Before this, I spent a decade establishing a Special Education Advocacy company and collaborating with advocates and families nationwide. My professional background prior to advocacy was in the Beauty Industry, where I held roles such as Director of Education and National Sales Manager. This allowed me to travel extensively across the US and internationally, presenting at industry events both stateside and on International stages.

I am a Master Certified Life and Parent Coach and currently, I exclusively support moms who, like me, are navigating the unique journey of raising children on the autism spectrum. I host a Weekly Not Your Average Autism Mom Podcast, which is available on various podcast platforms, AMAZON Music/Audible, and iHeart Radio. We have a FREE COURSE, Unburdened; Finding Balance Living Alongside Autism, publish a Let's TALK AUTISM Monthly Newsletter, and maintain a PRIVATE Membership Community.

Our mission is to equip families with resources, training, coaching, and community support. We believe if you are willing to expose yourself, your child, and your family to the world with kindness and honesty that compassion and understanding will follow.



Not Your Average  
AUTISM MOM

 10K  
Followers

 5.7K  
monthly page views

 59.6K  
podcast downloads

 15K  
email subscribers

## SPEAKING TOPICS

Shannon presents a variety of topics depending on her audience.

Popular Topics are:

- Navigating a Journey You Weren't Prepared For
- The Power of Acceptance
- Guardianship
- The Reality of Being a Forever Family
- Living Alongside Autism



“Acceptance is not emotional resistance. It doesn't mean that only certain things are possible and you aren't going to advocate to get the services and accommodations your child needs to be successful.

Embrace the changes that come with raising a child on the spectrum. Let go of the comparisons, perfectionism, and unrealistic standards. Celebrate your unique family!

”

“

## Client Testimonials

I had employees reach out immediately to share that this was one of the best events ABLE has put on! Shannon speaks on very challenging and emotional topics with a positive focus and provides both encouragement and support to attendees.

She is extremely inspiring and the perfect presenter to address difficult topics with a breath of fresh air, all while providing a real overview that is easily understood even by those who are not in the world of autism.

Thank you for making an impact on the people within our organization!  
We cannot thank you enough,

Erin Jones  
CSX Transportation

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*Shannon Urquisola*

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## About Shannon

A proud mother of two, including Jordan (27), who was diagnosed with autism at 5, founded Not Your Average Autism Mom, Inc. A background in Special Education Advocacy and roles in the Beauty Industry gave her unique insights. Now a Master Certified Life and Parent Coach, Shannon supports moms raising kids on the spectrum. Her podcast, Not Your Average Autism Mom, is available on various platforms. The initiative offers a FREE COURSE, "Unburdened: Finding Balance Living Alongside Autism," a Let's TALK AUTISM Monthly Newsletter, and a PRIVATE Membership Community, all aiming to provide families with resources, training, coaching, and a supportive community. The essence is kindness, openness, and understanding.

## Suggested Interview Topics

1. Navigating Parenthood on the Autism Spectrum into Adulthood
2. The Power of Acceptance: Embracing Your Child's Autism Journey
3. Advocacy and Support: Building a Strong Community for Autism Families
4. Balancing Personal Growth and Parenting: Finding Harmony Living Alongside Autism
5. Raising Children on the Autism Spectrum: Resilience and Well-being

## What She Offers Podcast Hosts

Shannon brings a wealth of personal and professional experience to the table. With a firsthand understanding of parenting children on the autism spectrum, advocacy, coaching, and creating a supportive community, she offers engaging and insightful discussions for podcast audiences. Her journey of balancing family, advocacy, and personal growth from a troubled childhood resonates with listeners seeking inspiration, guidance, and a sense of belonging.

## Suggested Interview Questions

- Can you share your journey of raising a child on the autism spectrum and how it led you to create Not Your Average Autism Mom?
- How has your background in Special Education Advocacy and the Beauty Industry influenced your approach to supporting autism parents?
- Tell us about the Not Your Average Autism Mom Membership and the families you work with. What can members expect to gain by joining?
- What inspired you to create the FREE COURSE "Unburdened: Finding Balance Living Alongside Autism," and what kind of impact has it had on participants?

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# The Podcast

[WWW.NOTYOURAVERAGEAUTISMMOM.COM/PODCAST](http://WWW.NOTYOURAVERAGEAUTISMMOM.COM/PODCAST)

Each week, Shannon Urquiola shares stories, tips, and information you want to know on ALL things Autism across the globe.


New episodes EVERY Thursday. We talk life skills, we talk comorbid diagnosis, we talk behaviors, we talk Special Education, and we talk parenting.

If you are loving our podcast and find value in the content we share, please subscribe and take a minute to write a review. We would really appreciate it.



## MOST DOWNLOADED EPISODES

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-  **Uncharted Territory in Special Education**  
Special Education Edition
-  **Should I Pursue an Autism Diagnosis**
-  **Ripping the Bandaid Off on Electronics**
-  **Having Language vs Using Language:  
There is a Difference**
-  **Assessing Your Child's IEP**  
Special Education Edition
-  **Unleashing Potential: Believing in  
Possibilities**

## STATISTICS

**59,640**  
total podcast  
downloads

**1500+**  
average monthly  
downloads

**5.0**  
podcast rating

**145+**  
# of episodes

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## MY AUDIENCE

**96%**  
women

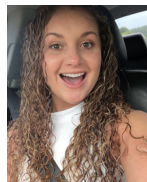
**70%**  
25-55 yrs old

# The Blog

## MOST VIEWED BLOGS



The Year was 2001. D-Day. Diagnosis Day.



Family dinner at a restaurant. Nothing out of the ordinary for most families. We aren't most families.



I cried in my car on the way to the airport and I'm not sad. I'm really happy!



A trip to the dentist. To most families, this is no big deal. For many families, like ours, this is a HUGE deal.

## PREVIOUS COLLABORATIONS

- ✓ **CSX CORPORATION**  
ABLE Business Resource Group
- ✓ **JEREMY HAMBRUGH**  
My Best Social Life
- ✓ **KAITLYN CONNORS & JUDITH KRUMBEIN BARG**  
Empower AAC
- ✓ **MAJA MATARIC**  
Director of Robotics, USC Robotics Research Lab
- ✓ **NICOLE EVERETT**  
Conversations with Nicole
- ✓ **DR. KIMBERYL LEMKE,**  
Certified Sleep Science Coach.
- ✓ **ERIN HYER**  
Licensed and Certified Speech-Language Pathologist
- ✓ **NICK WALLACE**  
Special Needs Planning/Financial Advisor
- ✓ **ESTHER THANE**  
ET Music Therapy
- ✓ **REBECCA CONNICK MOT, LOTR**  
Pediatric Occupational Therapy



## Get in Touch!

Shannon shares her lived experiences in hopes of creating a more inclusive world for our children and adults on the spectrum.

She presents to organizations and businesses in person and virtually.

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