

MAKING YOUR DOULA PRACTICE YOURS

TIPS AND TRICKS TO GET
YOU WHERE YOU WANT TO
BE



INTRODUCTIONS

LET'S GET TO KNOW ONE ANOTHER!

SHARE THE FOLLOWING:

- YOUR NAME
- WHERE YOU'VE COME FROM
- WHAT BROUGHT YOU TO BIRTH WORK
- A BIT ABOUT YOUR BUSINESS AND TRAINING

ESSAY WRITING



STRUCTURE OF AN ESSAY

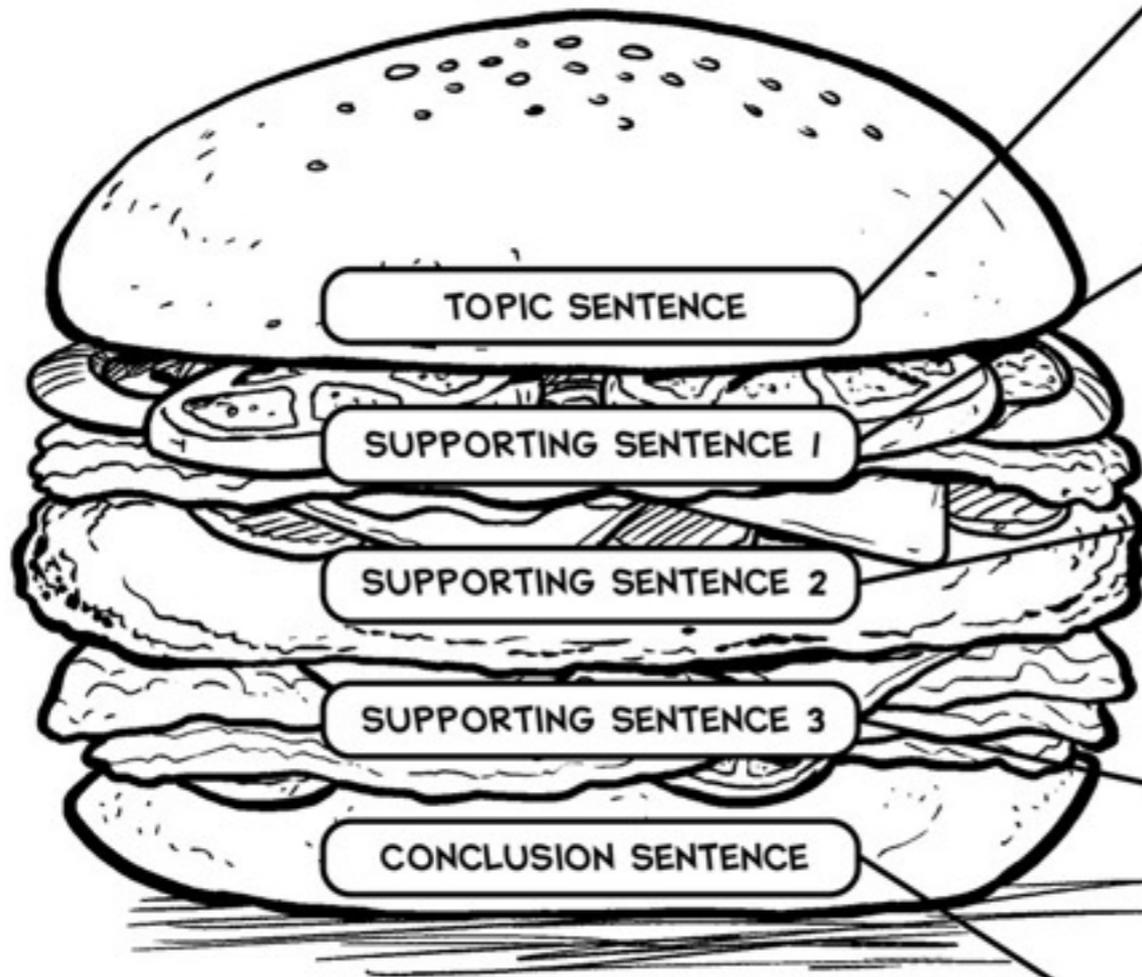
- To state it simply, there are 3 components to an essay - the introduction, the body and the conclusion.
- Start with preparing an outline for your essay. This will help you organize your thoughts.
- Introductory Paragraph - Explains what you will be discussing in your essay and lays it out so the reader will know what to expect. Include the topics you will touch on in your essay.
- Body of the Essay - This will be a few paragraphs with each paragraph touching on one topic that you already mentioned in your introductory paragraph. Introduce the topic at the beginning of each paragraph and then elaborate on it.
- Conclusion - This paragraph sums

WRITING AN ESSAY OUTLINE

Name _____

Date _____

The Hamburger Paragraph



QUESTIONS
ABOUT
ESSAYS?



5 STAR REVIEWS



COMPASSIONATE CARE

Are You Delivering the Best in Emotional, Physical and Informational Support:

- Leave your baggage at the door - you have to be on for your clients 110% even if you're having a bad day.
- Be available and well rested for your clients so that you can provide them with the physical support they need through what could be a real marathon.
- Keep yourself educated and well informed about new research and policies so that your client has up to date, evidence based information.

Go In Without An Agenda:

- Expectant and new parents already feel judged enough by the decisions they make in regards to the health and wellbeing of their baby. Make it clear to them that you're on their side.
- Your job is to provide them with evidence based information and they can make the decisions from there. You may feel very strongly that every low risk mom should birth at home but if your client feels that hospital is safest for them then so be it.

Go The Extra Mile:

- Always go above and beyond by offering them things they'll remember. This can be little extras, a home cooked meal and extra phone call to check in.

CARE PROVIDER REVIEWS

- Ask doctor/midwife at an appropriate time after the birth if they will be willing to fill out an evaluation for you. Don't hand them the paperwork then and there because it will get lost or forgotten. Remember they're at work and probably running on little sleep.
- Send the evaluation paperwork to their office and include a Thank You card - thanking them for their time in filling it out as well as for the wonderful care they provided to you client. It helps if you include a self addressed, paid envelope too.
- Don't be afraid to ask them. Remember they are people just like you and me.

CLIENT REVIEWS

- New parents are often sleep deprived and overwhelmed so don't expect a quick response.
- Bring paperwork to final postpartum visit and leave it with them. Put it on their fridge so it's not lost in a mountain of paperwork. It helps if you include a self addressed, paid envelope too.
- If it's not returned to you within a couple of weeks you can send an email reminder.
- It's also important to get reviews for your website or Google. The more you update this the better ranking you'll get on your site.

HOW DID WE DO? WE'D LOVE YOUR FEEDBACK

I am sending you this email as I'd like to ask a favour of you. This small favour will take no more than 5 minutes of your time. I'm hoping that you'd be willing to do a Google review of my business for our Birth Doula Services

Just **click here** and then choose how many stars you'd like to rate us at with 5 Stars being the best. Feel free to write a comment....it can be as simple or as detailed as you'd like.

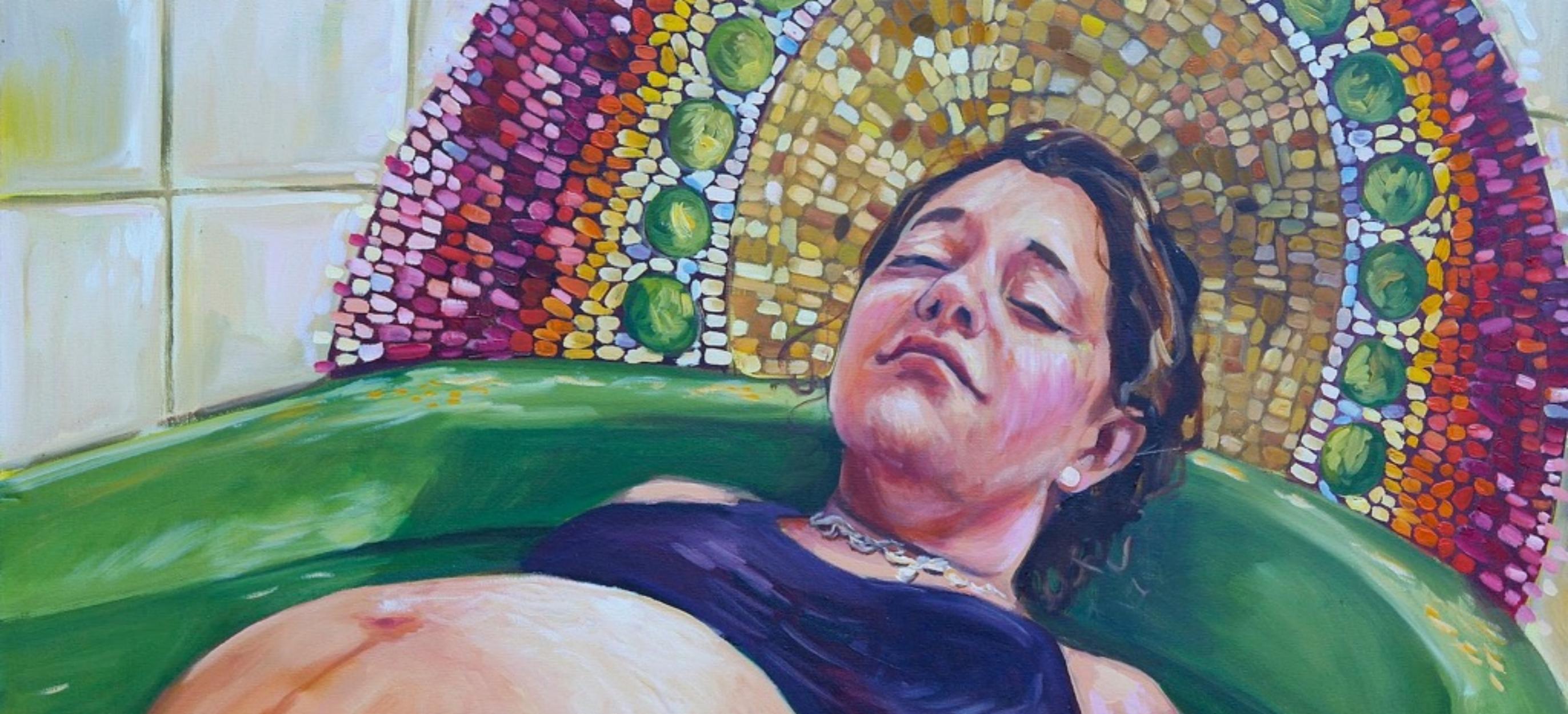
If you are unhappy with our services or you feel the need for improvement, I would love to hear from you directly as I am open to your feedback and suggestions.

I know you have a busy schedule and I completely understand if you don't have the time to do it. But if you do have the time, it would mean a whole lot to me!

Kindly,
Marlo

POOR REVIEWS

- That's okay.
- Never ignore, always respond.
- Can it be corrected?
- Learn from it.
- Do better next time.



GETTING IN WITH CARE PROVIDERS





DO'S

- Ask questions at the appropriate times.
- Watch and learn (two ears and eyes and one mouth for a reason)
- Always ask them first. This is their workspace.
- Learn their MO
- Make eye contact
- Send them a note/thank-you card



DON'TS

- Speak on your clients behalf.
- Be a “know it all”
- Have an “us and them” mentality.
- Put them above you
- they are human
just like you and
me.

PLANTING ROOTS IN YOUR COMMUNITY

HOST MONTHLY WORKSHOPS/EVENTS:

- Waterbirth Information Night
- DIY Birth Affirmations
- Meet the Team / Doula Speed Dating
- Preparing for Postpartum Workshop

VOLUNTEER:

- Midwifery Offices
- Local Hospital (NICU or Fundraisers)

M SO
LOUD
SELF
BY

I
WILL HAVE
ENOUGH
ENERGY
TO
PUSH OUT MY
BABY

I
AM
DOING
IT
♥

TAKE YOURS
MAKE IT FOR

Birthing Ban

12:00PM to 2:00PM
Port Moody. PM for exact address

⋮ OCT

A close-up photograph of a baby sitting at a table, eating from a white plate. The baby is wearing a white t-shirt and has some food on their chin. The background is slightly blurred, showing a white tablecloth and some greenery. The text is overlaid on the image.

first foods

INTRODUCING SOLIDS

taking the bite out of getting started



GOLD COAST
DOULAS

Presents

Doula Speed Dating 2017

Gold Coast Doulas for a fun and free Doula Speed Dating night to meet our birth and postpartum professionals who will answer questions about our HypnoBirthing series, placenta encapsulation services, and postpartum meal services. (see reverse for schedule).

Register by emailing goldcoastdoulas@gmail.com
www.goldcoastdoulas.com

ANY

QUESTIONS?

**MAKING THE
MOST OF YOUR
TIME AND
MAKING SENSE
OF MONEY**



BREAKING DOWN YOUR COSTS

- Initial Interview (1/2 hour driving each way +1 hour interview) - 2 HOURS
- 2 Prenatal Meetings (1/2 hour driving each way + 2 hour meeting) - 6 HOURS
- Emails, Text and Phone Calls - 2 HOURS
- Birth - 16 HOURS
- 2 Postpartum Visits (1/2 hour driving each way + 2 hour meeting) - 6 HOURS

Additional Costs:

- Home Birth Supplies (use of birth pool, pool liner, hose, debris net) - \$50.00
- Parking Ticket at Hospital - \$14.25
- Gas - \$25.00 (to and from meetings and birth)
- TENS Pads - \$8.00
- Meal for Family - \$20.00

FEE FOR SERVICES: \$1400.00

COSTS INVOLVED: \$117.25

HOURS PUT IN: 32

FORMULA = FEE - COST / 32

HOURLY RATE: \$40.09

Make a decision as to whether or not this line of work lines up with the rate of pay you'd like to be receiving as well as the impact it will have on your personal and family life.

TIME & MONEY SAVING TIPS

- Initial interviews in your location of choice and back to back.
- Organize all of your prenatals and postpartums back to back on a specific day of the week.
- Keep lending library books in your car.
- Prepare email responses in advance and save them.
- Keep links that you share regularly on your website resources page.
- When preparing giveaways do it assembly line style.
- Keep notes and stay organized.
- Don't take on a client when your gut tells you not to.

BIRTH DOULA INQUIRY

Hi Marian.

Thank you for your inquiry and congratulations on this exciting time in your life!

I work in a partnership with Raquel Feswick and we do have availability at the time you are due. We would love to meet with you to discuss our services and how we can best support you.

We schedule all of our interviews on Wednesdays between 5 and 9pm Our meeting location is 49th Parallel Coffee Shop at 2902 Main Street in Vancouver. We are fully booked for tomorrow evening but have a 7:30pm opening on July 12th. Let us know if this works for you.

If you would like to learn more about us, our packages and what our services entail, please [click here](#).

It would also be great if you could let us know the midwives/doctor that you are with as well as where you plan on delivering - home or hospital? If hospital, which one.

We look forward to hearing from you.

Kindly,
Marlo

778.835.2142

PRENATAL #1

Hello Carol.

It was great meeting with you and Thom last week and fun getting to know you a little better.

As promised, I'm emailing you with a few links that will provide you with information:

- **Lactation Bites Recipe** - These are delicious treats that can encourage your breastmilk to come in and may help increase milk supply. Start eating after baby arrives!
- **The Village Prenatal Classes**
- **Routine Newborn Procedures** - Let us know if you have any preferences so that we can add it to your birth plan.
- North Shore Groups - **La Leche League** and **Breastfeeding/Postpartum Group**
- **Optimal Fetal Position** - this will help ensure you give baby the best chance of being in a good position

Thank you for making a payment - I have emailed you the invoice. The remainder is due at 36 weeks when Raquel visits. She will be in touch with you around 35 weeks to set up the second prenatal visit.

I think that's all for now. Be sure to let me know if you have any questions come up along the way.

Kindly,
Marlo



CLARIFYING YOUR VALUES



WHAT'S IMPORTANT TO YOU?

- Family - Are you ready to deal with the reality of an on call life?
- Partnership - Should you practice solo or in a team?
- Balance - How do you set boundaries in order to care for yourself
- Model - What does your model of care look like? Does it attract your dream clients?

WORKING IN A PARTNERSHIP



HOW IT WORKS

- You both attend the initial interview together
- Explain to client that you share call 50/50, you send them a call calendar for the month they are due and they call the “on call doula” the day they go in to labour.
- Each doula does one prenatal meeting. The person that attracted the client does the first prenatal and receives the first payment.
- 50% of fee is due at the first prenatal and the remaining 50% is due at the 36 week prenatal.
- On call doula attends the birth.
- The doula that attends the birth also does the final postpartum visit.
- All costs are tallied quarterly and split evenly between us. This includes home birth supplies, printing costs for interview handouts, etc.

ADVANTAGES

- Healthy work/life balance (every other week off)
- Having every other statutory holiday off to spend with family and friends.
- Knowing you have reliable back up in the event of overlap or illness.
- Clients have access to both of your professional skill sets, two supportive sets of hands and hearts.
- Clients feel good knowing that if you're at another birth they won't have a stranger showing up to support them.

CHALLENGES

- Bitter feelings of financial compensation if one attends more births than the other.
- Personality differences.
- You may feel like you're missing out on strong bonds with families.
- Letting go of how you like things done.





STAND OUT FROM OTHERS

BUILDING A PRESENCE :

Social Media:

- Website
- Facebook
- Instagram

Marketing Materials:

- Logo
- Business Cards or Postcards



Along the Way
Doula Services



elite





DRAWING FROM YOUR STRENGTHS

.....

- Are you a good cook?
- Are you shy and quiet or more take charge?
- Are you a good public speaker?
- Do you have an area of expertise? This could be based on your own personal experiences.
- Are you a good writer?

A LA CARTE MENU

- Doula For A Day
- Placenta Encapsulation
- Chef at Home
- Lactation Consultation
- Herbal Remedies
- Infant Sleep Consultant
- Birth Pool Rentals
- TENS Rentals
- Infant CPR and First Aid
- Classes - Prenatal, Twins, Grandparents

IT'S THE LITTLE THINGS

- Free giveaways - Diapers + Peri Wash
- Coupon Package - Solicit local businesses that offer value to new families.
- Take a home cooked meal to the postpartum visit.
- Send a follow up email at 6 weeks to check in.
- Call them one year later on their BIRTHday.

QUESTION AND ANSWER PERIOD