



# FROM PASSION TO PROFESSION: A GUIDE FOR NEW BIRTH DOULAS



## *From Passion to Profession: A Guide for New Birth Doulas*

*Welcome! Becoming a Birth Doula is a passion-filled journey, but starting your own business comes with its own set of challenges. This guide is designed to give you some quick start foundational steps to start moving forward on turning your passion for birth into a true profession. I am excited for you and all the families you will support. As you begin this exciting new chapter, remember I'm here to support you along the way. Cheering you on!*

*Janet / The Doulas' Mentor*



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## **#1: Stepping into Your Role as a Doula**

While your training has laid the groundwork, adhering to your Doula role with integrity is crucial for building a trustworthy and professional practice. As a Birth Doula, your primary role is to provide unwavering and unbiased support to birthing families from the prenatal period, through labor and birth, and into the immediate postpartum.

You will offer unique skills that no one else on their birth team has, setting you apart and making your support invaluable. Whether it's offering calming words of encouragement, suggesting position changes to enhance comfort and labor progression, or providing evidence-based resources so parents can make informed decisions regarding their care, your support is key to their journey into parenthood.

Your commitment to providing these forms of support empowers and transforms the birthing experience.

**REMINDER:** *As a Doula, you are not a licensed health professional; therefore, providing medical care or medical advice is outside your scope.*

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## **#2: Investing in Your Growth: Training and Mentoring**

Whether you're just beginning or looking to deepen your expertise, pursuing continuous education and mentoring can enhance your skills and enrich your practice. If you haven't yet attended a Doula training, then choose a reputable certification program and understand the steps needed to become certified.

I suggest choosing a program that offers a hands-on training experience as well as online learning modules. One of my favorites is Birth Boot Camp.

Being certified isn't required by law, however, certification can strengthen your credibility and expand your opportunities, both with care providers and clients.

Many new Doulas find that working with a mentor can really jump-start their business. Having personalized support and guidance can make all the difference as you step into your unique practice.

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## **#3: Navigating Legal and Ethical Paths**

Understanding legal and ethical standards is vital to protecting your practice and fostering trust with clients. Be sure to research local business permit requirements, and understand the guidelines of local hospitals and birthing centers for Doulas.

- **Contracts:** Use clear and concise agreements with your clients, business partners, and back-up Doulas to ensure smooth communication and prevent misunderstandings.
- **Liability Insurance:** Decide if purchasing professional liability insurance is right for you. Though not required, it offers peace of mind for some Doulas.
- **Confidentiality:** Maintain client confidentiality always, upholding professional standards by staying within the Doula's Scope of Practice.
- Adhering to these guidelines not only safeguards your business but also enhances your reputation as a trusted professional.

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## **#4: Crafting Your Business Blueprint**

Just as a birth plan prepares you for the journey ahead, a solid business plan ensures your professional growth and longevity. Begin by sketching out your ideas, and remember that your plan can evolve as you gain more clarity and insight into your business landscape.



Develop a clear plan that outlines your business goals, target market, and financial aspirations to serve as your roadmap. All these aspects will impact the sustainability of your Doula business.

I know that many Doulas often find that navigating the complexities of business planning can be challenging and it's easy to just skip this part, but DON'T! Having guidance to walk through this process can offer clarity and confidence as you build your practice - and I can certainly help you with that!



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## **#4: Crafting Your Business Blueprint**

- **Business Structure:** Choose your business structure (e.g., sole proprietor, partnership, LLC) and understand associated tax obligations by discussing with your accountant.
- **Market Analysis:** Dial in on your ideal client and research your target market. Research local rates for doulas and offer a competitive price structure or packages to provide greater value to clients.
- **Budget and Finances:** Outline your start-up costs, childcare costs, and financial projections based on the number of clients you can serve each month.



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## **#5: Build a Strong Network**

Networking is key to growing your business. Building relationships with other professionals in the field can lead to referrals and collaborative opportunities. Focus on learning about their services rather than selling your own and understand how their services might benefit your clients. Remember, each connection is an opportunity to both learn and share, enriching your practice and extending your reach.



- Join Doula and Mom Groups: Engage with both local and online communities.
- Collaborate with healthcare providers: Connect with midwives, lactation professionals, chiropractors, massage therapists, PT's, and childbirth educators.
- Attend Networking Events: Participate in local community events and maternity, health or family-centered expos.
- Keep a resource list and update it frequently.



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## **#6: Crafting Your Marketing Magic**



Begin wherever you are; your authentic voice and expertise are your most powerful tools. Marketing is more than just a pretty logo and a catchy name—it's about effectively communicating your unique value to potential clients and building relationships.

Your journey as a doula is deeply personal, and no one else can bring what you offer to the families you serve. That's why your marketing should reflect you and the way you support families. It's not about being the loudest; it's about being the most authentic.

Speak to your ideal clients like you're having a heartfelt conversation, and let your passion shine through in everything you share.

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## **#6: Crafting Your Marketing Magic**

- **Branding:** Create a strong brand identity that reflects your values and the unique support you offer. Be consistent across all platforms to build recognition and trust.
- **Social Media Presence:** Tap in to platforms like Instagram, Facebook, or LinkedIn to connect with your audience. Focus on 1 or 2 platforms and share engaging visuals and consistent messaging to captivate interest.
- **Content Marketing:** Share valuable content about childbirth and Doula services through blogs, videos, and newsletters. Use storytelling to showcase authentic experiences and inspire your community.
- **Marketing is the ongoing practice of understanding your clients' needs, communicating the benefits you offer, and creating connections that lead to lasting relationships.**
- It is definitely trial and error so test things out and keep evaluating results to see what works for you.

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## **#7: Elevating Your Practice with Personalized Care**

Personalized care sets you apart from others. Tailor your services to meet the unique needs of each client. Take the time to understand their concerns and desires, cultural practices, and personal preferences to provide customized support. By catering to the individual needs of each family, you enrich their journey into parenthood, leaving a lasting positive impact.

- Prenatal Sessions: Schedule regular check-ins to discuss concerns and questions.
- Birth Planning: Help the family craft a personalized birth plan.
- Postpartum Follow-up: Offer support and resources in the first week or so after birth, addressing both emotional and physical recovery.



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## **#8: Establishing Your Professional Worth**

Building a successful business isn't about being the "cheap doula." Instead, focus on the amazing value you provide through exceptional care and personalized service. It's about making your clients feel truly looked after, which they'll happily pay for!

Decide what forms of payments you will accept. What will your refund policy be? Will you provide payment plans or require full payment upon booking. Be very clear and up front with payment details and terms to avoid that “icky” feeling many Doulas get when it comes to talking about money. Your clients will respect you more if you are committed to your payment terms and can clearly articulate them without stumbling over your words.





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## **#9 Mastering Your Money Management**

Managing your finances effectively is key to keeping your business thriving and stress-free. It's all about knowing your numbers and making them work for you. Setting clear income goals alongside proper financial management can help make your practice sustainable and profitable. Your partner will typically be much more supportive if he sees you making a profit!

**REMEMBER:** It's a great to be able to save for a future family trip or bigger ticket item. Just be sure to keep business income and expenses separate from personal/household finances.

- **Bookkeeping:** Find tools that help you easily track your expenses and income—this will save time and headaches later on!



- **Budgeting:** Set a realistic budget and income goals to keep your business finances on track. Think of them as guiding stars.
- **Pricing Strategy:** Decide on service fees and packaging options that reflect your value and meet market demands.



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## **#10 Finding Your Childcare Crew**

Having dependable childcare can be a game changer for juggling Doula life and family time. Get creative! Look into community resources, swap services with neighborhood parents or Doulas, or build a small network of reliable caregivers.

Let's ditch the mom guilt—your kids will benefit from seeing you follow your passion, and a day away from the norm can be a fun adventure for them!

Finding the right childcare fit allows you to focus on your clients while knowing your family is in good hands.





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### *Final thoughts...*

*Stepping into your calling as a Birth Doula is both a beautiful and transformative journey. I hope this guide has given you the inspiration and foundational steps to begin with confidence. The work you do matters—deeply. Every ounce of passion, dedication, and heart you pour into your practice not only strengthens your business but also leaves a lasting impact on the families you serve.*

*I know firsthand that building a Doula business can feel overwhelming and lonely at times, but you don't have to navigate it alone. Just as you walk alongside birthing families, having someone walk alongside you can make all the difference. If you ever find yourself needing guidance, encouragement, or a little extra clarity, I'm here to help because mentoring Doulas is MY passion.*

*Janet / The Doulas' Mentor*



# **Mentoring to Grow Your Doula Business**

## **TheDoulasMentor.com**

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Empower Your Practice – As a dedicated Doula, you're providing an invaluable service, and now it's time to take your skills to the next level. Whether you're just starting out or looking to expand your expertise, my personalized coaching is designed just for you.

### **Why Choose Mentoring with Me?**

- **Tailored Strategies:** Every Doula's journey is unique. I provide customized strategies that align with your personal goals and challenges.
- **Ongoing Support:** Stay motivated with continuous guidance and become part of a community that values collaboration and growth.
- **Innovative Techniques:** Discover new methods and strategies that align with the evolving landscape of doula services.
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# Mentoring to Grow Your Doula Business

## TheDoulasMentor.com

Not sure if personal mentoring is right for you?  
No problem - let's just have a quick chat first to see what you need help with right away and what course of action might suit you best.

### **Book Your Clarity Call for Just \$47!**

Join me for a 30-minute clarity call where we'll delve into your unique journey as a Doula and try to answer that burning question you have. We can chat about your vision for your Doula business or anything else that is most pressing for you in the moment.

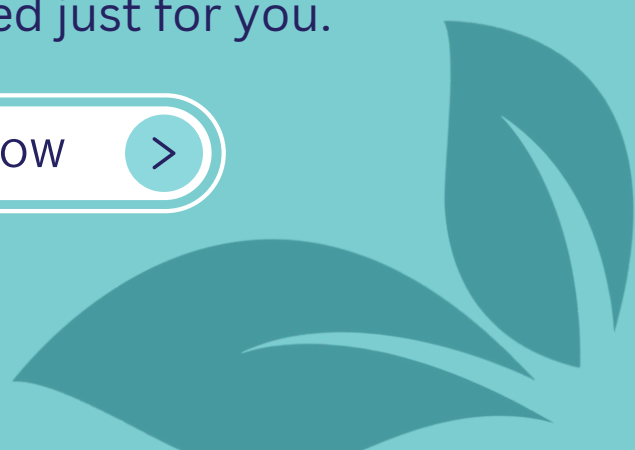
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### **Need to Kickstart or Refresh Your Doula Biz!**

Explore our personalized 1:1 mentoring packages designed to cater to your specific needs and accelerate your growth as a Doula. Gain insights, strategies, and support tailored just for you.

BOOK NOW





**Unleash Your Creative Genius  
with my DIY Branding Guide!**

# **Canva For Doulas!**

## **A DIY Branding Guide**

### **Elevate Your Doula Brand—Without the High Price Tag!**

What if you had a simple, easy-to-follow guide to create a polished, professional look for your Doula business—without spending a fortune on a designer? The Guide to Canva for Doulas is your personal branding toolkit, giving you everything you need to design stunning visuals that reflect your unique style and expertise. Whether you're crafting social media content, marketing materials, or client resources, this guide will help you stand out from the crowd and create YOUR own unique brand - Just \$37.



💡 What's Inside:

⭐ Step-by-Step Tutorials – Master Canva's features with ease, even if you're a beginner.

🎨 Branding Made Simple – Create a cohesive, professional look that speaks to your ideal clients.

📌 Design Like a Pro – High-impact tips for eye-catching social posts, business materials, and more.

**Just \$37, but this guide is yours FREE when you book a  
6-session mentoring package!**



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Janet Farmer, The Doulas Mentor, has been a birth professional for over 30 years supporting families in the role of midwife's birth assistant, childbirth educator, birth doula, lactation counselor and birth doula trainer.

Her doula training certification workshops are held in central Florida. Details and registration can be found at [BirthBootCamp.com](https://BirthBootCamp.com)

