BIRTH WORKER BESTIE

Ghosted to Posted

From brain freeze to ease on social media.

A planning guide for birth workers, chiros and bodyworkers who'd rather be with clients than stuck on social media.



Birth Worker bestie

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A NOTE FROM SADIEE

Hey, bestie.

If you've opened your social media app, stared at the screen, and closed it again, this is for you. Doulas, midwives, chiros, massage therapists and bodyworkers, that means you too.

You're great at what you do. Your clients love you. But posting about it? That's a whole other job, and nobody trained you for it.

This guide gives you a simple weekly rhythm, a way to stretch one idea into five posts, and two pages to plan on. Grab a coffee (or a cold one, no judgment), print it or open it on a tablet, and take it one page at a time.

One more thing: you never have to be on camera. Voiceovers, photos, hands-only clips and carousels all count.

xo, Sadiee

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Know your 3

Every post that books clients stands on these 3 things.

be honest, nobody's grading you

01

Your people

Who you're talking to, what keeps her up at night, and what she's hoping for.

Can you describe her in one sentence?

Yes / Kind of / Not yet

02

Your voice

How you sound, so people feel like they know you before they ever meet you.

Could someone spot your post without seeing your name?

Yes / Kind of / Not yet

03

Your pillars

The 3 to 5 topics you come back to again and again, so you never start from zero.

Can you name yours right now?

Yes / Kind of / Not yet

Hang on to your answers. We'll come back to them on page 9.

YOUR WEEKLY RHYTHM

Five days, five jobs

Give each day one job, and you never have to wonder what to post.

pick your favorite day first

Monday

YOUR STORY

Why you do this work. Start the week as the human behind the business.

Tuesday

SHARE-WORTHY

Something people want to save, send to a friend or comment on.

Wednesday

YOUR SERVICE

What it's like to work with you, and where your clients end up.

Thursday

PROOF

Kind words from clients or other pros. Get a written OK before sharing any client story.

Friday

A HELPFUL TIP

Something useful: labor prep, postpartum, feeding, body care, a favorite recipe. Keep tips inside your scope.

SHORT ON TIME?

Busy week, or just home from a long birth or a full client day? Post Monday and Friday, then rest. A smaller rhythm you keep beats a big one you drop.

ONE IDEA, FIVE POSTS

One good idea goes a long way

You don't need new ideas every day. Take one topic and stretch it.

one idea = your whole week

One idea a week = five posts. That's your whole week.

1 **Long form**
A blog post or email that says it all.

2 **Feed post**
One photo or graphic with the main point.

3 **Reel or video**
A quick tip. Voiceover or hands-only is perfect.

4 **Carousel**
The steps or the "did you know" in a few slides.

5 **Stories**
Ask your people a question about it.

WORKSHEET

Brain dump

messy is the point

Topic idea: _____

Stuck on the topic line? That usually means your pillars need some love. (See page 9.)

LONG FORM

FEED POST

REEL OR VIDEO

CAROUSEL

STORIES

NOTES

WORKSHEET

Plan your month

MONTH:

Monday	Tuesday	Wednesday	Thursday	Friday
Story	Share	Service	Proof	Tip
WEEK 1				
WEEK 2				
WEEK 3				
WEEK 4				
WEEK 5				

Leave blank days blank. Rest counts as part of the plan.

use a pencil, plans change



THE CALL TO ACTION

Every post needs a next step

Here's the piece most birth workers skip: telling people what to do next.

Every post can ask for one small thing. Save this. Send it to a friend. Comment below. Send me a message. Book a call.

When you leave it out, people enjoy your post and keep scrolling. One clear ask turns a like into a conversation, and conversations turn into clients.

even 'send me a heart' counts

The best next step depends on who you're talking to and what you offer. That's where your 3 from page 3 come in.

So, how did that feel?

Look back at page 3 and be honest with yourself. Got even one "Not yet"? Start there, even if the rest are a Yes.

'not yet' just means start here

Mostly "Yes"

You've got a strong foundation. Use the rhythm and calendar, and keep going. Want help growing on it? That's what Bestie Breakthrough is for, and it starts with the Audit.

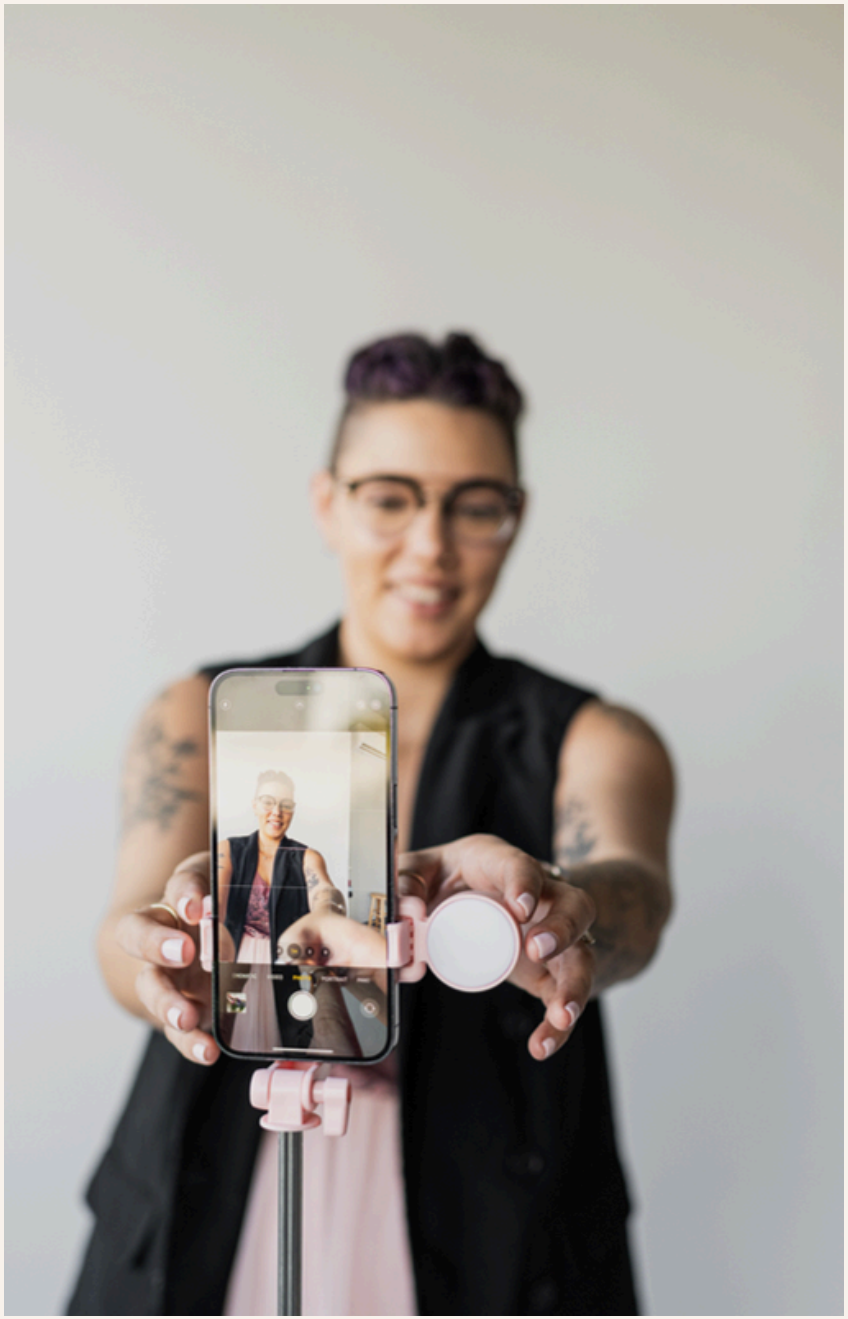
Mostly "Kind of"

You know your stuff, but it lives in your head. Getting it on paper will make posting feel easier.

Mostly "Not yet"

That's the real reason posting feels hard. Your posts have nothing to stand on yet, and that's fixable.

If you landed on "Kind of" or "Not yet," that's the exact thing I help with. Turn the page.



WORK WITH ME

Let's map it together

The Bestie Audit is where we look at your whole business together: your people, your voice, your offers, how clients find you, and where your time goes.

You'll tell me everything (a form or a voice memo works), we'll talk it through, and you'll leave with Your Bloom Map: where you are, what's in the way, and what to do next.

If you need your foundation built, we'll do that together in the Rooted Build. Your Audit fee comes off whatever comes next.

this one!

Book your Bestie Audit

$397 · Virtual, or in person in Sarasota/Manatee

Not ready yet? Keep this guide close and come back anytime.

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