

## Starting a Doula Business

What is your vision?

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Do your research

Search online for doula business websites

Try searching for Doulas in your city

Write down your observations of other doula businesses

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Who are your clients?

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Consider your schedule. When would you be off or take vacation?

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What services will you offer?

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What are your fees?

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Evaluate your profit margin? Consider your time, mileage, and other expenses i.e. day care and so forth.

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What other services or products can you offer?

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## **Basic Steps**

Find out the rules of your local area

What will be your business name? Business logo?

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How will your business be structured as a sole proprietor, a partnership, or a company?

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How will you organize your finances. Think about having a separate bank account just for your business. What about a Paypal or Square account?

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What type of supplies will you need? Will you need office space?

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Seek out tax advice. Find out what expenses are a tax write off.

Will you need liability insurance or insurance to cover damage to your supplies, or in case they get lost or stolen?

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## Marketing

How will you find clients?

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- A. Obtain a website
- B. Include your city name for search engine purposes
- C. List your information on doula sites
  - Like [DoulaMatch.net](http://DoulaMatch.net)
- D. Others
  - 1. Yelp, Twitter, Facebook
  - 2. Google Plus, Pinterest
  - 3. Local parent magazine
  - 4. Craigslist
  - 5. Local city newspaper website
  - 6. Library
  - 7. Coffee place (Starbucks)
  - 8. Natural food store
  - 9. Baby stores

## E. Build Partnerships

1. Federal and state agencies
2. Schools
3. Hospitals and doctor offices
4. Health plans
5. Doula Collective
6. Midwifery practices
7. Local birth groups
8. Faith based groups

## Practicals

How or where will you meet with clients?

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What materials will you give them? Paperless?

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What happens once you are hired? Will you have a contract or agreement for them to sign?

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What will your payment schedule be?

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Network with other Doulas

Start a doula collective in your town

Contact your local Small Business Agency

Read business and marketing books

Join our mailing list at [TheChildbirthProfession.com](http://TheChildbirthProfession.com)

Childbirth Professionals Facebook page