

The Profession of Childbirth Education

Objectives:

- Identify and discuss the role of childbirth educators
- Discuss how to start-up and market a childbirth class business

I. Role of childbirth educators

- a. No limitations
- b. Unique skills and expertise needed in many roles

II. Childbirth Class Business

- a. Vision and focus
- b. Research
- c. Plan
- d. Expenses
- e. Profit

III. Marketing

- a. Website
- b. Email
- c. Ads
- d. Partners

Questions I have about starting my business:

Vision

Who are you clients?

Consider your schedule

Research

Search internet to see what other are charging

Evaluate your profit margin

Once you set your fees
add 25%

Marketing
Website - Include your city name

Advertise

- Yelp, Twitter, Facebook
- Google Plus, Pinterest
- Local parent magazine
- Craigslist.org
- Local city newspaper website
- Library
- Coffee place (Starbucks)
- Natural food store
- Baby store

Build Partnerships

- Federal and state agencies
- Schools
- Hospitals, doctor offices
- Health plans
- Midwives, local birth group
- Faith based group

Childbirth Class Business Plan

Vision

Clients

Space

Schedule

Area Fees

Equipment

Revenue

Expenses