



postpartum doula business essentials (or any business for that matter!)

seek splendid training

- follow your bliss & choose postpartum doula trainings that speak to you & cultivate diverse talent for your business to better serve a diversity of families
- commit to be a life long learner beyond a weekend workshop while cultivating your confidence, humility & willingness to always learn more

assess your community's needs

- listen to & ask families & professionals who care for new families about their specific needs & then identify the needs within postpartum doulas' scope of practice

create (or re-create) your business

- dream your mission & vision for your postpartum doula business that is abundant & sustainable for all – families & the doulas who serve them
- create your business plan as a dynamic guide to manifesting including your:
 - mission & vision
 - philosophy & benefits of postpartum doula care
 - business legal & financial structure (LLC, S or C Corp, non-profit)
 - clients (families w/singletons, multiples, adoption, families who are minorities, LBGTQIA, underserved in your community, etc.)
 - role of the postpartum doula including professional standards & scope of practice
 - postpartum doula services & service area
 - postpartum doula staff including work relationship definition
 - marketing plan including differential advantage
 - budget & financial projections including client fees & doula compensation structure
 - socially responsible practices to provide accessibility to services
 - operations including basic work flow process for clients & doulas
 - business investments & consultants
 - ✓ business software (Sanctuary Doulas uses [MindBodyOnline](#))
 - ✓ legal guru (attorney for contracts & legal issues)
 - ✓ financial gurus (CPA & bookkeeper for financial guidance)
 - ✓ marketing gurus (for website, social media, etc.)
 - ✓ postpartum doula business consultants ([Sanctuary Doulas offers consultations](#))
- create your business policies & procedures
- create your doula work contracts, client contracts & intake forms

implement your business plan

- have fun!
- keep it simple!
- be flexible!
- see challenges as growth opportunities!