



Newborn Mothers

The Ultimate Guide To
Postpartum Work

JULIA JONES



Do You Feel A Deep Calling To Work With Newborn Mothers?

Maybe you are already working with Newborn Mothers but want to serve at a deeper and more transformational level?

Maybe you feel drawn to a career in postpartum but just don't know where to start!

This Guide Is For You

- 80% of new mothers report feeling exhausted and overwhelmed.
- Two thirds of Australian mothers don't meet their own breastfeeding goals.
- The leading cause of maternal death in Australia, the United States, Canada and New Zealand is suicide.

This Has To Change

Welcome To The Postpartum Renaissance

If you are wondering if postpartum work will work for you, this guide will give you the answers to all your questions. I've compiled the questions I get asked most frequently, drawing on 10 years' personal experience as a postpartum doula, and from my experience training hundreds of postpartum professionals from all over the world who have now stepped into their life's work serving Newborn Mothers.

Whether you are considering taking on more postpartum work with existing birth clients or starting a new business from scratch, this guide will help you figure out your next step.





This Guide Is Designed For A Range Of Women

Including:

- Birth and postpartum doulas who are looking for advanced professional development.
- Midwives working independently or within the hospital system.
- Other professionals including physiotherapists, Yoga teachers, childbirth educators, hypnobirthing instructors, nutritionists, etc. who want to deepen their understanding of postpartum support.
- Women who have not yet started their career in postpartum support and are just looking to take the first step.

Depending on your background not all the questions will be right for you. Just read the ones that are relevant to your situation.

NEWBORN MOTHER */n(y)oʊ, bôrn ' mæT̥Hər/* noun

A recently born mother whose strength is asking for support. She acknowledges that the birth of a mother is even more intense than childbirth, and that she is as sensitive and vulnerable as her baby. Her heart is wide open and her needs are high. As she nourishes herself, she nourishes her children.



Let Me Introduce Myself




Before we get started, let me introduce myself.

I started out as a postpartum doula when no one in my town even knew what that word meant. There was no local training available, and certainly no demand for my services. But I saw a need and I was determined to make a difference.

Over The Next Few Years I Completed Five Different
Doula Training Courses, But None Of Them Really Got Much
Deeper Than The Practical Information About
Baby Care And Basic Breastfeeding

None of them really addressed how to support Newborn Mothers through this major life transition; this rite of passage.

None of them acknowledged the deep and profound changes going on inside a Newborn Mother's brain, let alone how we – as professionals – could support them through this.



So, I Was Left To Pull Together My Own New Paradigm From Different Disciplines

I am really fascinated by traditional medicine and culture (topics that some people might consider a bit 'woo'). I started searching here.

But, I am also a science geek... So, I added hormones and brain science into the mix.

I Created A New Approach To Postpartum That Brings Newborn Mothers Peace And Joy

I worked as a postpartum doula in my local area for many years until I found my bigger mission...

To Educate The World On The Value Of Supporting Newborn Mothers

My husband Dylan and I have three beautiful children, Harriet, Albert and Clancy. We love gardening, cooking and playing with our neighbours on the street. I live in Fremantle, Western Australia. I do circus (aerials!) and I am learning to play the piano with my daughter.

Sweet Dreams,

Julia





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Do I Have To Be A Doula Or A Midwife?

Nope. People from many modalities are drawn to postpartum work – some are childbirth educators, physiotherapists or nutritionists, for example.

The services you offer may include:

- one-on-one in-home support,
- large group education,
- remote phone, email and online support, or
- intimate mothers' circles.

Dream big! The sky is the limit!

What Qualifications Do I Need To Call Myself A Doula?

None. Our industry is unregulated in Australia (and the rest of the world as far as I'm aware!). There are some women who have been doulas for 30 or 40 years, a long time before any training or certification was available. And our work is ancient, usually an oral tradition passed down from woman to woman, long before formal qualifications were invented.

Having said that, many women feel more confident with a certificate, training and insurance under their belt.

The [Newborn Mothers Collective](#) is a certified postpartum training course approved by the Australian College of Midwives and will make you eligible for insurance as a postpartum doula in Australia.





What Qualifications Should I Get Before Starting Postpartum Work?

It's quite possible that you already have relevant qualifications. For example, you might already be a midwife, birth doula, childbirth educator, hypnobirthing practitioner, massage therapist, nutritionist, naturopath, physiotherapist, Yoga teacher, Pilates teacher, Kinesiologist, etc. Start with what you've got! I'm sure you already have skills that could serve Newborn Mothers.

If this is the case you may like to join a course like the [Newborn Mothers Collective](#) to ground your existing practice in a solid understanding of the postpartum brain, traditional postpartum care practices and communication, and teaching techniques you can use with Newborn Mothers.

However, don't let feelings of not being 'good enough' or 'experienced enough' or 'qualified enough' stop you from stepping into your life's work. Chasing more and more pieces of paper can be an internal block that prevents women from stepping up to support one another through the transition to motherhood.

You can make a difference TODAY. Why wait?

You are enough.





My Kids Are Still Really Small. When Is A Good Time To Start?

It is frustrating that the desire to serve Newborn Mothers often comes during the season [when you are a Newborn Mother yourself](#). Though time and money may be tight, there is no reason why you can't take small steps towards your new career right away.

Studying online is a great option as you can do it in your own home, in your own time. Online education fits in around your children, you can take as long as you need and it means you are certified and ready to start when some more time and space opens up.

You will probably also find that through learning about postpartum support you get insight into your own postpartum experience, and you may find the journey very healing and revealing personally too.

How Much Time Will It Take To Start My Postpartum Business?

It is my experience that starting a business requires about ten hours a week.

However, if you are not ready to get your first client you can study online for as little as two hours per week.

All great journeys start with a single step.





What Sort Of Hours Will I Work? Can I Work Part Time?

You can work as much or as little as you want. I know women with small children who only take on one client a month, and women who have more time and take on four or more clients a month.

Postpartum work is very flexible. You don't need to be on-call, plus you can visit your clients during school hours or even on weekends. Newborn Mothers resting at home don't usually have busy schedules!

What Should I Pack In My Equipment Bag To Visit Clients?

Your doula bag will be as unique as you are!


As an Ayurvedic doula I always carried my massage table and towels, a burner to warm up sesame oil, belly binding equipment, and my printed recipe book.

My printed recipe book is not available for sale, so it is an exclusive gift that my clients love. However, it is available as an eBook. You can [download the first chapter for free](#).

I also recommend you pack some books or equipment chosen specifically for the client on that particular day.

You may have some all-time favourite things that become one of your signatures, like [natural breast shells](#) (yes, actual shells from the beach!).





And one of my top tips for all postpartum kit bags is... Post-It notes! They are super handy for leaving self-care reminders or instructions for a Newborn Mother with gooey, mushy baby brain.

You might leave a Post-It note on a pot of soup with serving and heating instructions, because we all know baby brain can't retain information!

Or you can put a Post-It note on your clients nursing chair reminding her to get a glass of water and do a wee before sitting down to breastfeed. (How annoying is it when you sit down to breastfeed and you forgot to wee? It makes those after birth contractions so much more intense!)

What Should I Wear?

You'll find your own style in time, and you may [enjoy the video I did with my stylist, Alma Barrera](#).

The balance is finding something that you feel professional in, but that will also make your client feel comfortable and relaxed when she's wearing breast milk soaked pyjamas and hasn't washed her hair in a week.

A good rule of thumb is to choose a 'uniform'. Some kind of simple outfit that you have in a few variations. For example, jeans and a t-shirt, or leggings and a t-shirt dress.

I always wear a pocket dress with leggings and a chunky bead necklace. Pockets are super handy, leggings mean that I can squat and bend, and necklaces make me feel a little more professional whilst being easier to take off than other jewellery for giving massages or baby cuddles.





If you do a lot of cooking, massage or other hands-on work, you may like to take an apron.

And homes with new babies are usually really cosy and warm. Don't over-dress as the heater will probably be blasting!

Once you've got a bit more experience and you know what you like to wear, you could easily get your logo or business name printed on your favourite clothes!


What Do You Typically Do In A Postpartum Visit?

I like to think of my work as a buffet! There are many services you could offer and it all depends on how the mother is feeling on that day. Each and every visit is tailored to her needs in that moment. I find this degree of flexibility means I can be responsive and support mothers to the best of my ability.

Here is a brief overview of some of the things I could do during a home visit:

- Ayurvedic oil massage
- Ayurvedic meal preparation
- Baby massage instruction
- Support for physical and emotional recovery from birth
- Strategies for coping with sleeplessness
- Emotional adjustment to her new role
- Bonding and breastfeeding support
- Understanding of, and adjustment to, the unique personality of her baby
- Household organisation
- Managing visitors
- Building confidence in her unique parenting style and skills





You may also have skills, passion and experience in other areas that you can include. For example, some of my students have included:

- Meditation, relaxation, mindfulness or hypnotherapy practitioners
- Yoga or Pilates instructors
- Birth story listeners
- Life coaches
- Nutrition or naturopathy practitioners
- Reiki healers or Kinesiologists

Chances are you already have amazing things to offer! Everyone is different and when you get clear on your strengths you will attract people who are a great fit for your services.

Is There Enough Demand In My City, Town or Country?

When I talk to people who are just starting out in this industry they come up with all sorts of reasons why it won't work for them, and they often contradict each other!


Some people worry that there aren't enough babies born in their small town so it won't work.

Whilst other women in big cities might feel that there is already too much competition in their overcrowded industry and so it won't work.

Still other women feel anxious that there are no other postpartum professionals in their area, so no one has heard of what they do and it won't work.

Are you noticing a pattern here?





When you step into your life's work I can guarantee one thing: it will be the biggest journey of personal growth you have ever been on, perhaps aside from motherhood! You will face all of your deepest fears and doubts.

I believe we all have an inner thermostat that aims to keep us safe and small, and when you reach for your big dreams there can be a little voice inside you that says, "What if I fail?" or "What if no one likes me?" or "What if I'm not good enough?".

I think we create these beliefs to sabotage our own success. We can't fail if we never try, so these limiting beliefs protect us from failure.

But these beliefs also do nothing for the Newborn Mothers who are currently struggling in isolation in your area.

So, be brave and let's get started!

I Can't Cook Or Massage. Can I Still Do This Work?

Absolutely! This is just another one of those pesky mental blocks. You are enough! You have skills and strengths that are the perfect fit for your ideal client. Don't look over your shoulder and waste time on comparisonitis. Just go and be your good self!





I Want To Start An Online Business Too. Which Should I Do First?

Starting an online business can take time and money whilst you figure out the technology. I started making money from face-to-face work MUCH more quickly than I did when I started my online work. Plus the time and money I spent on technology nearly exploded my brain!

I recommend you start with face-to-face work and once you have had a bit of practise and got some feedback on your programs, then you can move them online.

Can I Make A Living From This Work?

Yes! I know many women who are making a decent living doing this work. Here are just a few examples of the careers of some of the women I have trained:

- A Yoga teacher in Auckland who runs a large pregnancy wellness centre, offering massage, Yoga, private postnatal work, groups and more.
- A birth doula in New South Wales who is growing her business beyond birth and starting a collective of doulas in her local area.
- An Ayurvedic doula in Los Angeles who is now working for a clinic giving rejuvenating and relaxing treatments to new mums.
- A midwife in Queensland with 40 years' experience who has stepped out of the hospital system to start her own private postnatal practice. She got her first client within six months.

I personally got my first postpartum client just two weeks after starting my business. She paid me \$2,000 and I have since sold many premium postnatal programs for up to \$5,000.





What Is Included Your Packages?

I get asked this all the time, but it is entirely the wrong question to ask, for two reasons.

Firstly, your package will be as unique as you are! You have different skills and strengths to me, and you should work to those.

But most of all, [selling premium packages](#) (or getting clients at all) is a matter of working on your marketing skills, selling skills and your money blocks. You can't sell the best package in the world if you aren't comfortable with selling.

Once you have solid marketing and sales skills, and have worked through some money blocks, then I suggest you create a package based on your skills and strengths. This might include some or all of the following elements: private in-home postnatal support, group support, online support, digital resources, and gifts.


How Do I Get My First Client?

There are three secrets to my success that have served me well. I hope they can help you too!

The first is having coaches and mentors. I've always latched myself on to people who are a few steps ahead of me and learned everything I can from them. I reach out to other people for help when I don't know what to do. Every time I've taken my work to the next level I haven't done it alone!

The second is investing in [learning business skills](#). There are many women with their heart in the right place, and all the postpartum skills they need, who never get a client because they don't know how to run a business. I've always invested time and money in business and money skills, and it pays off in spades.





And the third secret to my success is surrounding myself with like-minded, positive women. It's the difference between struggling alone and building a thriving business with women that you love. It's the shift from feeling overwhelmed and isolated to enjoying an atmosphere of inspiration, celebration and success.

These three things have been so pivotal to my success that I now run a program called [Newborn Mothers Mastermind](#) incorporating these three elements.

How Do I Differentiate Myself From A Cleaner Or Babysitter?

Postpartum is undervalued and misunderstood in our culture, but the key to changing that is YOU.

When you start to value your work, other people will start to value your work too. When you feel confident about the transformation you can facilitate and put yourself out there as a competent and capable professional, it makes a HUGE difference in the public perception of your work.

One of the most important things you can do to differentiate yourself from cleaners and babysitters is to [differentiate your pricing](#). Many cleaners and nannies charge \$20 - \$40 an hour, so if you are charging around that price point people will expect you to do menial tasks. When you charge \$80 - \$150 an hour people will realise that the work you do is more skilled and more transformational, and they won't be wasting their money asking you to stack the dishwasher.

Of course, what your client most needs to bring her peace and joy might be some help with housework. So, you can fold washing together whilst you talk about in-laws or breastfeeding or the transition for her older child. But the deeper work is what she is investing the big dollars in.





I'm An Introvert. Will This Career Work For Me?

You are in good company! As an introvert, you need to set strong boundaries.

One of my blanket rules is that I don't go to baby showers or first birthday parties. As I got busier I also had to have a boundary that I would only do one client home visit in a day.

At times where I was very busy and saw two clients in one day I felt my energy was drained and I didn't give my best service. I learned to book my clients in a day or two later, even if it meant they had to wait, so that I could recharge between visits and give them my best support.


I also never give out my phone number publicly.

Your boundaries might look completely different. When it's your business you are the boss, so create a job that works to your strengths.

I Haven't Had Babies Myself. Is It Too Early To Get Started?

I believe that postpartum support is not just a job, it's a vocation. You may feel a deep calling to work in this area before you have a baby yourself, like I did. Or maybe you can't or won't ever have children and that is part of the reason you want to work in this field.

Actually, many women choose to give birth with male obstetricians who have no physical experience of giving birth. They choose someone they trust and connect with, someone with the right skills and reputation. Therefore, women would love to have you as their postpartum support, whether you have children of your own or not.





But I Don't Know Enough Stuff! How Can I Help Newborn Mothers?

You are enough.

Newborn Mothers are overwhelmed by information and advice. Your work is not to add to the experts' frenzy, but to elevate mothers ABOVE it. You will instil in her the confidence to make her own decisions and find the answers in her heart.

Listening without judgement is a more feminine way of working with Newborn Mothers that brings about a deeper transformation. And the good news is, you don't need to know all the answers to give your clients that gift.

What Books Should I Read To Get Inspired?

My all-time favourite motherhood book is called *What Mothers Do – Especially When It Looks Like Nothing* by Naomi Stadlen. If you only read one book, make it this one.

I've also written a postpartum recipe book called *Nourishing Newborn Mothers – Ayurvedic Recipes To Heal Your Mind, Body And Soul After Childbirth*. If you LOVE food, you'll love this one! [Download the first chapter for free.](#)

And, if you love reading as much as I do you can get a comprehensive reading list inside the [Newborn Mothers Collective](#).



Your Next Step!

If you are ready to take the next step in your postpartum career, please consider the [Newborn Mothers Collective](#).

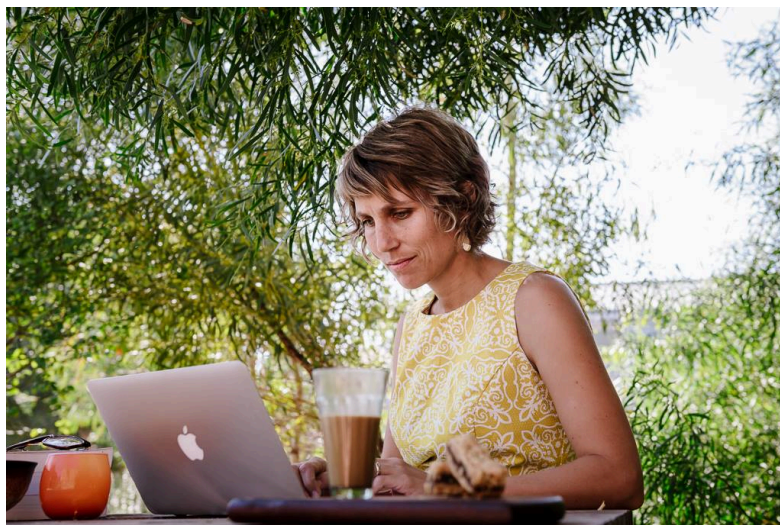
There Has Never Been More Books, Videos, Research
And Workshops On Parenting And Babies...

Women are suffering from information overload, yet we still aren't finding peace and joy in the transition to motherhood.

The Newborn Mothers Collective Is Different

Our culture values more masculine ways of learning, including analytical thought and problem solving.

This has led to the commodification of motherhood and sabotaged mothers by placing the knowledge outside of us, in the hands of experts.





It's Time To Change The Paradigm!

The [Newborn Mothers Collective](#) will change the way you work with pregnant women and new mums.

You will get the tools and skills you need to elevate women above the experts and advice paradigm.

You will show mothers how to make the first six weeks after childbirth the best six weeks of their life.

Enrol In This World-Class Professional Development Resource

You will receive:

- 12 Continuing Professional Education Points with the Australian College of Midwives
- A printable certificate and digital graphic for your website
- Lifetime access to six modules delivered weekly in a private membership site

And more! Learn more about the [Newborn Mothers Collective](#).

Got more questions? Did I miss something? Just ask julia@newbornmothers.com.





To find out more about Newborn Mothers, visit
www.newbornmothers.com
or email julia@newbornmothers.com

Julia Jones

