



Doula Network
Australia



Welcome!! 😊

Webinar 3 – Getting started,
Getting clients

28 June 2017

DOULA NETWORK AUSTRALIA INCORPORATED



Purpose

- ▶ To create a helpful guide for new doulas.



Roles

- ▶ Time keeper - Bron
- ▶ Note taker – Christa/Bron
- ▶ Chat monitor - Cara



Contributors

- ▶ Christa Buckland
- ▶ Bronwyn Arnold-Briggs
- ▶ Catherine Bell
- ▶ Kathryn Bell
- ▶ Erika Elliott
- ▶ Cara McDonald
- ▶ Jacki Barker
- ▶ Jennifer Hazi
- ▶ Kristi Doran
- ▶ Kate Bentick
- ▶ Sandra Mulligan

Headings/Topics

- ▶ Networking with health professionals and other doulas
- ▶ Training organisation – who's providing support after course completion?
- ▶ Touching base with birth facilities – hospitals, birth centres
- ▶ Independent midwives
- ▶ Advertising and promotion
- ▶ Social media
- ▶ Website/blog content
- ▶ Mentors



Notes

- ▶ Networking with health professionals and other doulas
 - ▶ Just do it!
 - ▶ Join us
 - ▶ Don't be shy
 - ▶ Be genuine, build relationships
 - ▶ Be open to learning and sharing
 - ▶ Win-win mindset, collaborative



Notes

- ▶ Training organisation
 - ▶ who's providing support after course completion? Birth Right, ADC,
 - ▶ Fees?
 - ▶ How long they stay on the books?
 - ▶ What kind of support – debriefing? Referrals?
 - ▶ Bron – ADC; Kathryn – Susan Ross; Kate – Dial-a-doula



Notes

- ▶ Touching base with birth facilities – hospitals, birth centres
 - ▶ Maternity unit manager – call and arrange in-service presentation
 - ▶ 5 minute talk in the hospital classes
 - ▶ Flyers in antenatal clinics, GPs
 - ▶ Template presentation for members
- ▶ Independent midwives – call them and introduce yourself



Notes

- ▶ Advertising and promotion
 - ▶ Online directories (ours!)
 - ▶ Guest blog post and vice versa
 - ▶ Local baby expos – pool together with other doulas, a cheaper option is to have your flyer in the expo bag instead of a table
 - ▶ Second hand/local markets
 - ▶ Write to local newspaper – media release, google templates



Notes

- ▶ Social media
 - ▶ Facebook page!!!!
 - ▶ Put your name in the description
 - ▶ Personal profile – link to business page
 - ▶ Instagram!!!! (business account – analytics)
- ▶ Website/blog content
 - ▶ Opt-in for your newsletter (mailchimp – free!)
 - ▶ SEO –Search Engine Optimization
 - ▶ Template sites: wix, weebly, webs, wordpress, squarespace



Notes

- ▶ Mentors
 - ▶ Linking in with a more experienced doula
 - ▶ Shadowing
 - ▶ Business or birth focused
 - ▶ Paid arrangements
 - ▶ WeBirth – Jacki Barker & Jen Hazi
 - ▶ Formal mentoring program with guidelines and evaluation process



Chat notes

► Google AdWords



Write up plan







Thank you!! 😊
Online Meeting
28 June 2017

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