



# Doula Network

*Australia*



Welcome!! 😊

Webinar 5 – Getting started

PART 2

26 July 2017

DOULA NETWORK AUSTRALIA INCORPORATED

# Purpose

- ▶ To create a helpful guide for new doulas.

# Roles

- ▶ Time keeper, Chat monitor - Bron
- ▶ Note taker – Christa

# Contributors

- ▶ Christa Buckland
- ▶ Bronwyn Arnold-Briggs
- ▶ Catherine Bell?
- ▶ Laura Lee Berlingieri

# 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
- ▶ General advice/tips



# 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
  - ▶ Cross marketing – interprofessional meet ups



# Notes

- ▶ Training organisation
  - ▶ who's providing support after course completion? Birth Right, ADC, Alumni meet ups, mentorships
  - ▶ Fees? Recertifying (annual)?
  - ▶ 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
  - ▶ Write letter to care provider after a birth. Thank them. Include business cards, would love to work with them again, please refer if they feel comfortable doing so.
  - ▶ Box of chocolates on international midwife day 5 may
- ▶ 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
  - ▶ Free info session



# Notes

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



# 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
  - ▶ Chamber of commerce/Local council programs to support small business



# Notes

- ▶ General tips
  - ▶ Work on self limiting thoughts
  - ▶ Personal development
  - ▶ Business plan
  - ▶ Vision board
  - ▶ Perseverance – it takes time, could take several years to build up to your desired level,
  - ▶ Value yourself – pricing, check with doulas in area – avoid under pricing/undercutting, don't underprice yourself (talk about burn out?)
  - ▶ Check free blogs for marketing templates – e.g. inspired birth pro
  - ▶ Diversify your offer – birth plan sessions, CBE, pregnancy massage, photography, PE



# Chat notes

► Google AdWords



Write up plan









Thank you!! 😊  
Online Meeting  
26 July 2017

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