



TOP 7 TIPS EVERY DOULA SHOULD KNOW

Have you been doula-ing for a long time or have you just started out? Either way, it's easy to get caught up doing the same thing and overlook some of the important parts of your doula work. We have created this guide, just for you, to remind you of the things that can often make a big difference to a doula.

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OUR FABULOUS FREEBIE!**

TOP 7 TIPS EVERY DOULA SHOULD KNOW

We'll be sharing the top seven steps that we think every doula should know so that you continue to love your work and provide the best possible service you can.



GREAT HELPFUL TIPS TO HELP ALL DOULAS IN THEIR BUSINESS

Some simple and easy tips to consider to benefit you and your business. So grab a drink and snack and find somewhere comfy to sit and enjoy learning how to improve you and your business.

7 TIPS TO HELP YOU AND YOUR DOULA BUSINESS

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1. YOU CHOOSE HOW TO TURN UP

It's difficult isn't it, as you can be called out at any time of day or night. You could be at a family party or mid argument with your partner. Either way, your client needs to feel like they are the only person in the world who has your attention. You need to be present, emotionally as well as physically. You cannot bring any of your emotional baggage into the birth space. How will you put your life on hold? Take some of your own advice.....

one of the most effective ways to calm your central nervous system is to use some simple breathe work techniques. Take a moment to place your feet firmly on the floor and take 6 slow, deep breaths ensuring the exhale is longer than the inhale. You can use this moment to recall any affirmations you use in your doula work. Take a moment to refresh your mind and read through the birth preferences before you meet your client. Then big smiles and relaxed body language.





2. YOU ARE NEVER ON YOUR OWN

Being self employed can be lonely, but as a doula this should not be the case. In the same way we talk to clients about their village and how important they have support, doulas should also have their own network. Whether you are riding an oxytocin high after your clients "perfect" birth or struggling to process a difficult birth it is important you know who you can turn to. Networking with like minded doulas should be happening all the time.



Networking and spending time with like minded doulas will ensure you already have this support in place for when you need it. This does not have to take up lots of your time. We have a monthly doula cuddle, where we come together online to discuss all things doula, and offer each other support and a friendly ear.

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3. WE ARE ALWAYS LEARNING

Doula work is always changing and we must adapt with the changes. Whether it is new evidence that gets published, new marketing tools or updated NHS guidelines, we regularly find ourselves adapting to change.

Keeping up to date with technology and all the changes can be overwhelming. Book in time and investment to develop yourself and your business to drive it forward. You can do this by reviewing the strengths and weaknesses of you and your business and then create a plan and plot in what development sessions you need to strengthen your business. Doula Near Me offers an easy "done for you" programme of development sessions covering business skills and bitesize professional development sessions.



CHANGE IS NOT RISKY, BEING STAGNANT IS! - KYLE FRANCIS



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4. NOT EVERYONE WILL GET IT!

Doula work is unique. How many times do you sense someone's internal eye roll when you say, "I am on call", or "if I am not supporting at a birth I will be there". Our work is unpredictable, which means we cannot commit to social events as much as others would like us to. This can sometimes lead to you feeling disconnected from those around you. It is important to remember not to take this personally and to give yourself time to reflect on the importance of your work, reminding yourself that other people's reactions are not a reflection on you.

Sharing your little wins and day to day doula life, in our Facebook members group, can be a reminder of the worthwhile role we play and a great way to find cheerleaders who get it.



5. BE EVERYWHERE



One size does not fit all. There is no one way to market your business. Getting visible doesn't happen by just posting to Instagram once a month! Do not be afraid to advertise you and your business everywhere! You need to drip feed your audience and have a multi prong approach. Some marketing tools to consider are, other doulas, Instagram, client reviews, Google Business Profile. Doing all of this provides a solid foundation, but the number 1 way most doulas are found is through a directory listing. This is why we offer all of our members a listing on the Doula Near Me directory, which is the perfect platform for potential clients to find you easily.

The Doula Near Me directory is comprehensive, SEO optimised and built specifically with doulas in mind, ensuring that we showcase your business in the most fabulous way possible.

The other thing to consider when trying to improve your visibility, is writing blogs. Blogs are a great way to establish yourself as an expert, but it can be difficult for your blog to be seen by a wider audience. Doula Near Me encourages you to publish your blogs on our website, helping you to leverage a wider audience, for no extra work.



DO NOT CONFUSE ACTIVITY WITH PRODUCTIVITY

- ROBIN SHARMA

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6. DON'T BE AFRAID TO SELL THE VALUE YOU ADD

You are selling you! You are not exaggerating the impact you have, so be confident and tell the client why they need you! All too often, we cannot explain in detail what we do and the impact we have. It is common for doulas to be individuals who work from the heart, meaning that you may find yourself conflicted when you are required to employ a sales pitch and discuss topics such as money and contracts. It is important to remember that clients appreciate understanding boundaries and expectations. They are looking for a professional service set out in a way that allows them to easily see the value that you and your service adds to their doula experience.



Have you ever been in a client interview and they asked why they should hire you? Did you know how to respond or were you left floundering? Take some time to think about what problem you solve for your clients. What do you do and offer that will help them? Think about the words you would use to articulate the difference YOU make.

You might also want to consider putting together a brochure of services that you can share with clients. Do not take for granted that clients will understand and know all elements of your business. Whether that is, overnight support, breastfeeding birth preference sessions, hypnobirthing, placenta remedies, postnatal planning etc.





7. YOU ARE NOT THE DOULA FOR EVERYONE

Repeat after us, "I am not the doula for everyone and that is OK". The importance of the connection between doula and client should never be underestimated. As a doula you are being invited to share in the most intimate and sacred part of a person's life, therefore it is vital that the client feels safe with you as well as you feeling able to resonate with the clients wishes and values. The client interview is always important, and allows the client to establish a connection with you as well as giving you a good insight into the type of support they require. Never be afraid to decline a booking if you do not feel like you and the client are a good fit. If you decline a booking, for whatever reason, consider signposting the client to other doulas. This supports the Doula Near Me values of supporting one and another and raising the profiles of all doulas and the work we do.



On the flip side you may also have interviews where you feel a strong connection, only to later discover the client has booked a different doula. Do not be disheartened, it happens to us all. Take a minute to reflect on whether there was any part of the interview you could have improved. If so, ensure you change this next time. If not, simply move on and trust that another client is just around the corner. However if you find you are regularly failing to secure clients after an interview and are unable to understand why, reach out. We offer business support and a safe online community where we can support you and help you to move forward in your business.

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WE ARE DEDICATED TO DOULA-ING THE DOULA AND HELPING YOU BUILD YOUR DOULA BUSINESS



[Join Us Today](#)

Come and join us at Doula Near Me and be part of an organisation that:

- Provides practical and business support for doulas
- Provides parents-to-be and families with an easy way to find a doula
- Is dedicated to helping its members succeed both as doulas and as business owners
- Promotes the role of birth and postnatal doulas so that it is understood, recognised and valued
- Shares current and up-to-date evidence to support you to deliver evidence-based practice
- Brings doulas together with a common sense of purpose and belonging, with integrity and enthusiasm for the profession

Doula Near Me offers a comprehensive membership that has everything you need to start and grow your doula business. Our membership includes:

- Detailed listing on the professional, SEO-optimised Doula Near Me directory;
- 10 'Expert Experiences' sessions per year; bringing you a range of professional speakers
- Monthly 'Business Boost' business support sessions;
- Monthly 'Doula Cuddles'; a relaxed space, where you can talk about your doula experiences and find support
- Resource Library; full of links to a wide range of articles, research and resources
- Suite of editable business template documents; ready for you to add your branding and go
- Facebook Community: A private online membership group
- Discounts on a range of products and services to support you and your business

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