



MARKETING YOUR DOULA BUSINESS

A 1-day Workshop To Start, Organize, Maintain and Grow Your Birth or Postpartum Doula Business

Date: Saturday, March 30, 2019

Time: 10:00 a.m. - 5:30 p.m.

**Cost: \$120 for each workshop
\$20 discount to attend both
\$20 discount for mentees who
have attended a birth with me**

This workshop is taught by Tracy Hartley of B*E*S*T Doula Service in Los Angeles. Tracy has been a doula for over 22 years and has attended the births of 657 babies. She has been teaching these workshops for more than 13 years.

Please register at
www.bestdoulas.com/misc.htm
tracy@bestdoulas.com
(818) 448-0817

Workshop Topics

Finding Clients
First Impressions
Tell a Friend
Who Are You?
Pregnant Women
Be Visible
Be Easy to Reach
Spread the Word
Fairs, Expos and Other Gatherings
More Community Awareness
Creating Your Website
Promoting Your Website
General HTML Reference Pages
Logo and Business Name
Brochures
Business Cards
Social Media
Marketing vs. Advertising
Advertise
Getting, Maintaining and Keeping Clients
Setting Fees
Initial Contact
A Good Start
Interview Packet
What to Wear
The Interview
Follow-Up
Marketing Never Ends
Postpartum Visit
Evaluations
Closing the Client File