



## MARKETING YOUR DOULA BUSINESS

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

**Date: Saturday, February 29, 2020**

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

**Cost: \$120 for each workshop  
\$20 discount to attend both  
\$20 discount for shadows 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 23 years and has attended the births of 678 babies. She has been teaching these workshops for 15 years.

Please register at  
<https://www.bestdoulas.com/misc>  
[tracy@bestdoulas.com](mailto:tracy@bestdoulas.com)  
(818) 448-0817

# Workshop Topics

Finding Clients

Connecting with Pregnant Women

Creating Your Website

Promoting Your Website

Logo and Business Name

Brochures

Business Cards

Marketing vs. Advertising

Getting, Maintaining and Keeping Clients

Setting Fees

Initial Contact

Interview Packet

The Interview

Follow-Up

Marketing Never Ends

Postpartum Visit

Evaluations

Closing the Client File

Staying in Touch

Freebies