



MARKETING YOUR DOULA BUSINESS

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

Saturday, June 1 or July 27, 2019

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

\$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 almost 23 years and has attended the births of 664 babies. She has been teaching these workshops for more than 14 years.

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

Workshop Topics

Finding Clients
Meeting Pregnant Women
Creating Your Website
Promoting Your Website
Logo and Business Name
Brochures
Business Cards
Social Media
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