

A 1-day Workshop That Will Help You Start, Organize, Maintain and Grow Your Birth or Postpartum Doula Business

Date: Saturday, October 8, 2016

Cost: \$120 for the general public

\$100 for DASC members

This workshop is taught by tracy hartley of B\*E\*S\*T Doula Service in Los Angeles. Tracy has been a doula for over 20 years and has attended the births ofr 595 babies. She has been teaching these workshops for more than 11 years.

For more information, please go to www.bestdoulas.com/misc.htm email tracy@bestdoulas.com or call tracy at (818) 448-0817

## **Workshop Topics**

Finding Clients

Marketing vs. Advertising

Goals vs. Systems

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

Your Website

**Promoting Your Business Online** 

Logo and Business Name

**Brochures** 

**Business Cards** 

Social Media

Advertise

Write an Article

Getting, Maintaining and Keeping Clients

**Setting Fees** 

**Initial Contact** 

Interview Packet

What to Wear

The Interview

Follow-Up

Marketing Never Ends

Postpartum Visit

Closing the Client File

**Evaluations** 

Staying in Touch