



## MARKETING YOUR DOULA BUSINESS

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

**Cost: \$120 for the general public  
\$100 for DASC members**

**Dates for upcoming workshops  
are listed on the miscellaneous  
page at [bestdoulas.com](http://bestdoulas.com)**

**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 644 babies. She has been teaching these workshops for more than 13 years.**

**For more information, please go to  
[www.bestdoulas.com/misc.htm](http://www.bestdoulas.com/misc.htm)  
email [tracy@bestdoulas.com](mailto:tracy@bestdoulas.com)  
or call tracy at (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