



## MARKETING YOUR DOULA BUSINESS

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

**Date: Saturday, September 23, 2017**

**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 of 619 babies. She has been teaching these workshops for more than 12 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  
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  
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