

# Topics We Can Cover

## Practical & Theoretical Tools

### T R A I N I N G & C E R T I F I C A T I O N

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| <input type="checkbox"/> Research Trainings       | <input type="checkbox"/> 3 Evaluation Sets                |
| <input type="checkbox"/> Registering for Training | <input type="checkbox"/> Childbirth Class                 |
| <input type="checkbox"/> Readings                 | <input type="checkbox"/> Breast Feeding Class             |
| <input type="checkbox"/> Pre-Training Questions   | <input type="checkbox"/> Ongoing Professional Development |
| <input type="checkbox"/> Certification Training   | <input type="checkbox"/> (eye toward recertification)     |
| <input type="checkbox"/> Packet                   | <input type="checkbox"/>                                  |
| <input type="checkbox"/> Final Exam               | <input type="checkbox"/>                                  |
| <input type="checkbox"/> 3 Births                 | <input type="checkbox"/>                                  |

### S O L I D F O U N D A T I O N

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| <input type="checkbox"/> Who am I, What do I bring? Weave Your Talents/Expertise:<br><i>HeartMap, Niche</i> | <input type="checkbox"/> Align: Money as Sacred Exchange<br><small>illuminating your money shadow<br/>transform how we receive &amp; how we use</small> |
| <input type="checkbox"/> <i>Stand in Your Value</i>   | <input type="checkbox"/> Sustaining Myself (emotionally, financially, socially, physically, spiritually, intellectually, etc)                           |
| <input type="checkbox"/> Birth Passion  | <input type="checkbox"/> How do I attract my ideal clients?   |
| <input type="checkbox"/> Strengths Quest  | <input type="checkbox"/> Sustaining My Business   |
| <input type="checkbox"/> Strong Start Questions   | <input type="checkbox"/>  |
| <input type="checkbox"/> Who are my Ideal Clients?  | <input type="checkbox"/>  |
| <input type="checkbox"/> Vision, Mission, Goals, Objectives   | <input type="checkbox"/>  |
| <input type="checkbox"/> "Elevator Speech"  | <input type="checkbox"/>  |

### B U S I N E S S

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| <input type="checkbox"/> Contacting You: <ul style="list-style-type: none"><li>o Phone Number</li><li>o Email</li><li>o Voicemail</li><li>o Backup Contacting</li></ul> | <input type="checkbox"/> Back-up Systems          |
| <input type="checkbox"/> Business Photo   | <input type="checkbox"/> Childcare Systems        |
| <input type="checkbox"/> Business Cards   | <input type="checkbox"/> Birth Supplies           |
| <input type="checkbox"/> Website  | <input type="checkbox"/> Referral Thank You Cards |
| <input type="checkbox"/> What Your "Packages" Include   | <input type="checkbox"/>                          |
|   | <input type="checkbox"/>                          |

### P A P E R W O R K

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| <input type="checkbox"/> Initial Consultation  | <input type="checkbox"/> Packet of Info for Parents          |
| <input type="checkbox"/> Client Tracking Log   | <input type="checkbox"/> Summary of Labor and Birth          |
| <input type="checkbox"/> Intake  | <input type="checkbox"/> Invoice                             |
| <input type="checkbox"/> Contract<br><small>service agreement, fee, liability waiver</small> | <input type="checkbox"/> 3 <sup>rd</sup> Party Reimbursement |
| <input type="checkbox"/> Release of Information  | <input type="checkbox"/>                                     |
| <input type="checkbox"/> Documentation Records<br>(Service/Appointment Checklists)           | <input type="checkbox"/>                                     |
|  | <input type="checkbox"/>                                     |

F I N A N C E S

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|---|--|
| <input type="checkbox"/> Business Name vs. Personal Name<br><input type="checkbox"/> LLC vs. DBA (Colorado State) –EIN<br><input type="checkbox"/> Bank Business Account & Savings<br><input type="checkbox"/> Insurance (CM&F)<br><input type="checkbox"/> Track Mileage<br><input type="checkbox"/> NPI # | <input type="checkbox"/> Tax Preparation<br><input type="checkbox"/> (Book Keeper? Accountant?)<br><input type="checkbox"/> Expenses & Income<br>Tracking Systems - electronic/manual<br><small>*Keep receipts for everything!<br/>         *To make a personal purchase, pay yourself from biz account to personal account.</small> |
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G E T T I N G   G R E A T   C L I E N T S

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| <input type="checkbox"/> Marketing Plan (in Alignment)<br><input type="checkbox"/> Word of Mouth<br><input type="checkbox"/> Websites<br><input type="checkbox"/> Blogs, You Tube, FB, Twitter<br><input type="checkbox"/> Directories / Listings (free!)<br><input type="checkbox"/> Emailing<br><input type="checkbox"/> Flyers/Postcards<br><input type="checkbox"/> Business Cards | <input type="checkbox"/> Presentations<br><input type="checkbox"/> Agencies / Organizations<br><input type="checkbox"/> Groups for Moms, Teen Moms, Single Moms, etc<br><input type="checkbox"/> Partnering<br><input type="checkbox"/> Meet the Doulas<br><input type="checkbox"/> Affordable Doula Network<br><input type="checkbox"/> |
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N E T W O R K I N G

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| <input type="checkbox"/> Contact area birth professionals<br><input type="checkbox"/> CDA<br><input type="checkbox"/> Doula/midwife conf or workshops<br><input type="checkbox"/> Hospital classes<br><input type="checkbox"/> Meet the Doulas<br><input type="checkbox"/> Maternity Shops<br><input type="checkbox"/> Pre/Post Natal Fitness | <input type="checkbox"/> Pre/Post Natal Body Workers<br><input type="checkbox"/> Midwives/OBs/Nurses<br><input type="checkbox"/> Pediatricians<br><input type="checkbox"/> Childbirth Educators<br><input type="checkbox"/> Family / Baby Fairs<br><input type="checkbox"/> Professional Development Classes<br><input type="checkbox"/> |
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P R A C T I C E   &   B U I L D   C O N F I D E N C E

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| <input type="checkbox"/> Meet the Doula Nights<br><input type="checkbox"/> Interviews / Consultations<br><input type="checkbox"/> Presenting Paperwork/Intake<br><input type="checkbox"/> Prenatal Meetings (1, 2, 3) | <input type="checkbox"/> Hospital / Home birth roles<br><input type="checkbox"/> Conflict / Advocating<br><input type="checkbox"/> Birth Story / Documentation<br><input type="checkbox"/> Post-Partum Visits (1, 2) |
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D I R E C T   W O R K   W I T H   C L I E N T S

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| <input type="checkbox"/> Scope of Practice as Doulas<br><input type="checkbox"/> When & How to Make Referrals<br><input type="checkbox"/> Preparing Siblings / Pets<br><input type="checkbox"/> Your Birth Bag, Birth Tools & What to Wear<br><input type="checkbox"/> Support Birth Partners, Deepen Relationship<br><input type="checkbox"/> Encourage Inductions/Moving Right Along<br><input type="checkbox"/> Comfort Measures & Tools<br><input type="checkbox"/> Rebozos<br><input type="checkbox"/> Guided Visualizations<br><input type="checkbox"/> Unexpected Interventions / Outcomes<br><input type="checkbox"/> Supporting Epidurals & Cesarean Births<br><input type="checkbox"/> Preparing for Push Labor, Positions, Tools<br><input type="checkbox"/> Placentas<br><input type="checkbox"/> Empowering Post-Partum Bonding | <input type="checkbox"/> Breastfeeding Doula Support<br><input type="checkbox"/> Preparing for Post-Partum @ Home<br><input type="checkbox"/> Processing Difficult Birth<br><input type="checkbox"/> Community Resources<br><input type="checkbox"/> Working with a Mother who is a Survivor<br><input type="checkbox"/> Ethics / Scenarios<br><input type="checkbox"/> Online Resources, Books, Videos<br><input type="checkbox"/> BFW, Hypnobabies, Bradley, Lamaze, etc.<br><input type="checkbox"/> Sustaining Your Practice ( <i>self-care before, during &amp; after; heart, mind &amp; body</i> )<br><input type="checkbox"/> Balance – <i>a life / work outside doula life</i><br><input type="checkbox"/> "Selling Points" with low/no birth experience<br><input type="checkbox"/> Fee structures<br><input type="checkbox"/> Review of Hospitals (locations, differences, etc) |
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