



New Doula Business Launch Checklist

1. Business Planning & Legalities

- ☐ **Develop a Business Plan:** Define your services, target market, pricing, and financial projections.
- ☐ **Choose a Business Name:** Ensure it reflects your brand and is available.
- ☐ **Register Your Business:** Comply with local and state regulations.
- ☐ **Obtain Necessary Licenses and Permits:** Research requirements in your area.
- ☐ **Set Up a Business Bank Account:** Separate business finances from personal.
- ☐ **Obtain Liability Insurance:** Protect yourself from potential claims.
- ☐ **Create Service Agreements/Contracts:** Outline your services, payment terms, and cancellation policies.

2. Branding & Marketing

- [] **Design a Logo:** Create a visual representation of your brand.
- [] **Establish Brand Guidelines:** Define your brand's voice, colors, and imagery.
- [] **Build a Website:** Showcase your services, experience, and testimonials.
- [] **Create Social Media Profiles:** Engage with potential clients on relevant platforms.
- [] **Develop Marketing Materials:** Design brochures, business cards, and flyers.
- [] **Network with Healthcare Providers:** Build relationships with doctors and midwives.
- [] **Join Doula Networks and Associations:** Connect with other doulas and access resources.

3. Service Offerings & Training

- [] **Define Your Doula Services:** Determine the types of doula services you will offer (e.g., birth, postpartum, bereavement).
- [] **Set Your Fees:** Research pricing in your area and determine your rates.
- [] **Complete Doula Training & Certification:** Gain essential knowledge and skills.
- [] **Stay Up-to-Date on Best Practices:** Continuously learn and expand your expertise.
- [] **Develop Client Intake Forms:** Gather necessary information from clients.

4. Operations & Logistics

- [] **Set Up a Home Office:** Create a dedicated workspace.
- [] **Purchase Essential Equipment:** Gather any necessary tools, such as a birth ball, rebozo, etc.
- [] **Establish Communication Systems:** Set up email, phone, and scheduling systems.
- [] **Develop a Client Management System:** Track client information and appointments.
- [] **Create a System for Invoicing and Payments:** Streamline your financial processes.

5. Client Care & Support

- [] **Develop a Client Consultation Process:** Establish a clear process for initial client meetings.

- [] **Create a Birth Plan Template:** Offer a template for clients to create their birth plans.
- [] **Prepare Educational Resources:** Gather information on pregnancy, birth, and postpartum care.
- [] **Establish On-Call Procedures:** Define your availability and response times.
- [] **Develop Postpartum Support Plan:** Outline your postpartum care services.

Next Steps

Congratulations on taking the first steps to launch your doula business! Use this checklist as a guide, but remember to adapt it to your specific needs and circumstances. Continuously evaluate and refine your business plan to ensure long-term success. Good luck!

For More Information, Contact Valentius LLC.com, www.valentiusllc.com