



Cost Breakdown

Let's start by understanding your expenses. Fill in the details below to calculate your minimum pricing needs.

- **Training/Certification Costs:** _____ Amount
- **Business Expenses (Software, Marketing):** _____ Amount
- **Travel Expenses (per birth):** _____ Amount
- **Childcare (if applicable):** _____ Amount
- **Other Costs:** _____ Amount

Total Costs (per year): _____ Amount

Cost per Birth (estimated): _____ Amount (Divide total costs by estimated number of births per year)

Experience & Expertise

Your experience and expertise directly impact your perceived value. Consider the following:

- **Years of Experience:** [] Years
- **Specialized Training (e.g., bereavement, multiples):** [] List certifications/specializations
- **Client Testimonials/Reviews:** [] Number of positive reviews
- **Unique Skills/Offerings:** [] List unique skills

Market Research

Researching the local market is crucial. Analyze competitor pricing, service offerings, and target demographics.

- **Average Doula Pricing in Your Area:** _____ Amount
- **Pricing Range for Similar Services:** _____ Range
- **Most Common Package Inclusions:** [] List inclusions
- **Local Demographics (e.g., income levels):** [] Describe the demographics

Income Goals

Determine your desired income based on your needs and financial goals.

- **Desired Annual Income:** [] Amount
- **Number of Births You Want to Attend Per Year:** [] Number
- **Target Income Per Birth:** [] Amount (Divide desired income by number of births)
- **Additional Income Streams (classes, workshops):** [] List and estimate income

Package Structuring

Create tiered packages to cater to various client needs and budgets. Consider offering basic, standard, and premium options.

Package 1: Basic

- **Price:** [] Amount
- **Inclusions:** [] List inclusions

Package 2: Standard

- **Price:** [] Amount
- **Inclusions:** [] List inclusions

Package 3: Premium

- **Price:** [] Amount
- **Inclusions:** [] List inclusions

A La Carte Services (Optional):

- [] Service: [] Price
- [] Service: [] Price

Final Thoughts

Remember to regularly review and adjust your pricing based on your experience, market changes, and business goals. Your services are invaluable, and your pricing should reflect that. Good luck!

For more information, contact Valentius LLC, www.valentiusllc.com