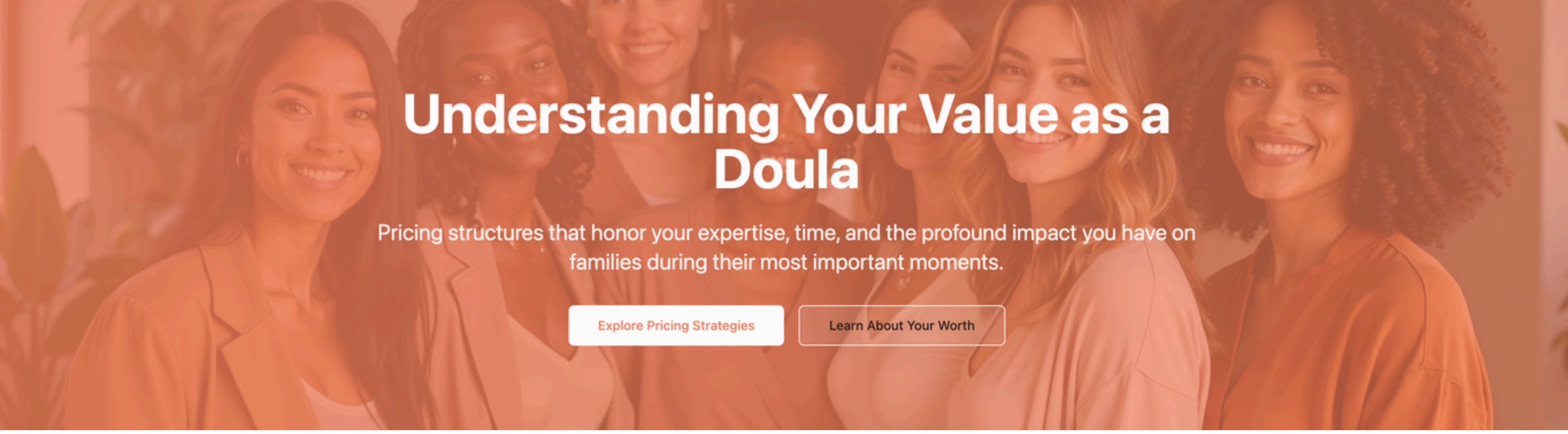

1. Understanding Your Costs & Value

Before setting your prices, it's crucial to understand your costs, value, and financial goals. Let's break it down:

A. Business Expenses:

- Website & Marketing
- Training & Certification
- Insurance
- Supplies (e.g., birth balls, rebozos)
- Software & Subscriptions
- Travel
- Accounting/Legal Fees

B. Experience Level:

- Entry Level
- Mid-Level
- Experienced

C. Market Research:

- Research other doulas in your area (their pricing, services, and experience).
- Consider the cost of living in your area.

D. Income Goals:

- Determine your desired annual income.
- How many clients do you want to serve each month/year?

E. Calculate Minimum Sustainable Rate:

- (Total Business Expenses + Desired Income) / Number of Clients
- This is the minimum you need to charge to cover costs and meet income goals.

2. Structuring Your Pricing

Consider offering a range of packages and services to cater to different client needs and budgets.

A. Birth Doula Packages:

- **Basic Package:** Includes initial consultation, 2 prenatal visits, labor support, and 1 postpartum visit.
- **Standard Package:** Includes initial consultation, 3 prenatal visits, continuous labor support, 2 postpartum visits, and on-call availability.
- **Premium Package:** Includes all of the above, plus additional services like childbirth education, placenta encapsulation referrals, or extended postpartum support.

B. Postpartum Doula Packages:

- **Hourly Rate:** Charge an hourly rate for daytime or overnight support.
- **Package Deals:** Offer packages of a set number of hours for a discounted rate (e.g., 20-hour package, 40-hour package).

C. Additional Services:

- Childbirth Education Classes
- Placenta Encapsulation Referral
- Lactation Support
- Sibling Care
- Overnight Support

3. Factors to Consider & Final Pricing

Before finalizing your prices, consider these factors to ensure your pricing is competitive and sustainable.

- **Value Proposition:** Clearly articulate the value you provide to clients. What makes you unique?
- **Competition:** Research competitor pricing and adjust your prices accordingly.
- **Sliding Scale/Payment Plans:** Offer options to make your services more accessible.
- **Payment Schedule:** Determine your payment schedule.
- **Contracts:** Ensure you have a solid contract.

Once you've considered all of these factors, you can finalize your pricing structure. Remember to re-evaluate your pricing regularly to ensure it remains sustainable.

Summary

This worksheet has guided you through understanding your costs and value, structuring your pricing, and considering key factors for sustainable pricing as a doula. By carefully considering these elements, you can confidently establish a pricing structure that supports your business and serves your clients.

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