Build and Grow Your Doula Business

A step-by-step guide to starting and growing your business, and to creating a reputation by being the best.

Birth & Baby University · written from the pages listed on the last page of this guide. Every section names its source so you can check it.

> This guide is business planning, not legal, tax or medical advice. Where a rule depends on your state, or a question belongs to a clinician, it says so rather than answering.

Start with the shape of the business

Starting your business, or growing it from a solo practice to a partnership, an agency or a one-stop shop, can be done with structure and tools. The point of this guide is the structure: what to decide first, what to build next, and which steps belong to somebody qualified to answer them.

Birth & Baby University's free **Doula Agency Startup Planner** runs the first three months as three phases. Every step carries a date counted from your start date, and the list adapts to how you work: overnight postpartum work adds shift guidelines, and if you still take client shifts yourself, it adds backup coverage for them.

Days 1–30	Set the business up: services, name, registration, a bank account, insurance, how your doulas will work with you, contracts and pricing.
Days 31–60	Build the team: role descriptions, interviews, checking training and references, onboarding, and an on-call and backup rotation (or shift scheduling for postpartum-only agencies).
Days 61–90	Bring in first clients: your client process from inquiry to follow-up, community and referral partners, prenatal visit materials, consistent communication across the team, and a 90-day review.

Source: Doula Agency Startup Planner — /free-tools/doula-agency-startup-planner/

Know which steps belong to a professional

Six steps in the planner are marked *get professional help*: checking your business name, registration and local licenses, insurance, whether your doulas are contractors or employees, your client contract, and your doula agreement.

Those are exactly the places where the rules differ by state and mistakes are expensive. The planner names the step and reminds you which state's rules to check, and leaves the answer to a qualified professional. It never states a legal requirement, and neither does this guide: business planning is not legal or tax advice.

Source: Doula Agency Startup Planner — /free-tools/doula-agency-startup-planner/

Price the work from your own numbers

A price is a business decision, so it should come out of your own numbers rather than a number copied from someone else's page. Work out what one package has to cover: your income goal, your costs, how many clients you can carry and the hours each one takes.

Birth & Baby University publishes a free **Doula Rate & Package Calculator** that works out a package price from exactly those inputs, and a free **Doula Business Diagnostic** whose ten questions point at where a practice is losing money or time.

Source: Free tools index — /free-tools/ · Doula Rate & Package Calculator, Doula Business Diagnostic

Grow a reputation by being the best

You can be the best doula for all of your clients, and the business follows the practice. The site's own professional articles cover the parts of that which are easy to get wrong:

- **How to price birth and postpartum doula services sustainably** — what a sustainable price has to include, and why undercharging is a business risk rather than a marketing choice.
- **How to build a referral network that consistently generates doula inquiries** — who refers, how to be the person they think of, and how to keep the relationship alive without asking for work every time.
- **How to support informed decision-making without giving medical advice** — where a doula's role ends and a clinician's begins, which is the same line that protects a growing agency.

Source: Professionals Blog — /doula-training-blog/

Bring your team up to one standard

Growth means other people doing the work you used to do alone, which is where an agency either holds its quality or loses it. Two things make the difference: what every new doula learns before their first client, and how consistently the whole team works.

Birth & Baby University's **Doula Agency Owner Mentorship** works on recruiting, onboarding and keeping doulas, consistency across the team, and building processes that reduce how much depends on the owner. The **Agency Owner Package** brings together the teaching side of it: 16 BBU doula trainings you can resell to your team; two fully customizable onboarding trainings, each three hours long and editable in Canva; the five-week Doula Agency Owner Mentorship Program; two personalized 1:1 sessions with Anna Rodney, each 90 minutes; and ten prenatal workbooks for your birth doulas to use during prenatal visits.

Source: Agency Owner Package — /agency-owner-package/ · Doula Agency Owner Mentorship — /doula-agency-owner-mentorship/

Learn from a working agency

Anna Rodney's agency employs over 500 doulas and supports thousands of families a year. What that experience is worth to a new owner is the part that is hard to read out of a checklist: which problems are worth solving first, and which ones stop mattering once the process is right.

If you want the guided version rather than the self-serve one, the mentorship and the agency owner program are the two routes Birth & Baby University runs, and the rest of the site's agency pages say what each one covers.

Source: Build and Grow Your Doula Business — /build-and-grow-your-doula-business/ · For agencies — /agencies/

Where every section comes from

- Doula Agency Startup Planner (first 30/60/90 days, the six professional-help steps)
  /free-tools/doula-agency-startup-planner/
- Agency Owner Package (what the package includes)
  /agency-owner-package/
- Doula Agency Owner Mentorship (recruiting, onboarding, consistency, owner dependency)
  /doula-agency-owner-mentorship/
- Free tools index (Doula Rate & Package Calculator, Doula Business Diagnostic)
  /free-tools/
- Professionals Blog (pricing, referral networks, informed decision-making)
  /doula-training-blog/
- Build and Grow Your Doula Business (the page this guide is downloaded from)
  /build-and-grow-your-doula-business/

All pages are on birthandbabyuniversity.com. Downloaded from /build-and-grow-your-doula-business/.