

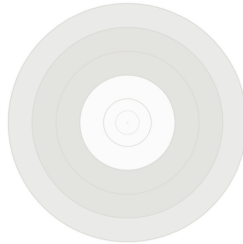


Marketing Exercise Worksheet Time to Play!

1. Who will my clients be?

(What clients would be the best fit for what I have to offer?)

Be as specific as you can – really! Consider their demographics – age, relationship status, social class, occupation types, interests, personality characteristics



2. What three adjectives best describe me as a doula?

(Try generating a list and then circling your favorites.)

3. Thinking about your answers to questions 1 and 2,

How can I be *most attractive* to the clients I want to work with?

“Oooh, I want to make sure we talk!”

(What will matter to this group and what won’t matter that much?)



Marketing Exercise Worksheet Time to Play!

4. What is the market like in my community? (cont. on next page)

- a) What is the popularity of doulas?
- b) What is the medical care provider and doula history?
- c) What are the medical care provider attitudes towards doulas?
- d) How much competition is there for birth doula services?
- e) How much general awareness is there about birth options?
- f) What is your community's *perception* of doula support – who gets it & what it's for?
- g) What are the general demographics of the childbearing population in your area?
- h) What related businesses are there?
- i) What opportunities are available to 'market' my services?
- j) What networking opportunities are already available?
- k) What opportunities can I create?