



cherish birth

CHERISH THE DOULA

Alyssa, Cherish Birth | Oct 2, 2024



Welcome!

Are you ready to make a meaningful impact in the lives of families during one of their most transformative experiences? With over a decade of experience supporting and educating families, I'm here to support and educate you, the doula. If you have been in business for less than 5 years, are a newly qualified doula, someone currently studying to be a doula or coming back to your business after some time off-this mentorship is for you.

Who am I?

I'm a proud mum of three, a devoted wife, a friend, and a passionate volunteer in our community. My diverse experiences enrich my practice and allow me to provide holistic support to the families I work with. As your

mentor, I'm committed to nurturing your growth while sharing my insights from years of experience.



Why choose me to mentor you? Why choose Cherish the Doula?

Years of Expertise

I've spent over 10 years supporting families through pregnancy, birth, and postpartum journeys. My hands-on experience equips me with the knowledge and skills to help you navigate the complexities of becoming a successful doula. I have worked alongside families in the public system, private hospitals and birthing at home with private midwives. I also started Illawarra Birth Classes alongside a fellow doula in 2018, and now solo run and teach our childbirth education and Fourth Trimester parenting classes.

These classes are a popular choice for families in the Illawarra, and have attracted families from Sydney, often being booked out months in advance.

I have set my business up in a way that the months I want to work, I am consistently booked out with clients that are aligned and a joy to work with.

Media Recognition

I've had the opportunity to share my insights on TV, radio, and in print. My visibility in the community speaks to my commitment to improving maternity care and educating others about the vital role of doulas.

Advocacy and Collaboration

For the past 7 years, I've worked alongside local hospital management to enhance maternity care in our community. Being part of a consumer advocacy group has given me even more valuable insights into navigating healthcare systems, which I'm excited to share with you.

Why Mentorship Matters

Becoming a doula is a rewarding yet challenging path. Over the past 8 years, I have seen so many doula's come into the industry, burn out and leave. They haven't set themselves up for success with support, with boundaries. Having a mentor can set you up for success by providing essential guidance, practical tips, and emotional support. My mentoring program is designed to equip you with the tools you need to thrive in this profession.

What will we cover?

Being personalised, we have flexibility to tailor your 6 months. But some of our focus points may include:

- ABN, Business set up, insurances
- values, vision, brand development
- Client loads, onboarding, visits,
- balancing life and clients
- birth support
- expanding and income potential
- Building trust, reputation and community

-tricky client and tricky conversations
...plus more!

What is included? What will it look like?

There are two Mentorship packages available. Both have the option to be online or in person in my studio in Port Kembla. With the 6 month option, group calls will be 100% online. These calls are live, but will be recorded for people to watch a replay if necessary (doula life & births etc).

Mentoring moments will be available from November 19th, with spots being opened on Tuesdays, Wednesdays or Thursdays.

Cherish your growth program will start December 3rd and 4th for our 1:1 calls, with our first group call on January 22nd 2025.

OPTION 1-MENTORING MOMENT

This is a 90 minute power session. This session is tailored to your needs and goals. These sessions will be available on a Tuesday, Wednesday or Thursday.

What does it look like?

- **1 x 90minute tailored session between you and I. This can be in person in my studio in Port Kembla or online.**
- **Email follow up**
- **Questionnaire before we meet, allowing me to personalise your session to maximise our time together.**

What You'll Gain

- **Personalised Guidance:** Tailored session to fit your unique goals and dreams
- **Practical Experience:** We will discuss the practicalities of doula life and how your concerns or goals will look and feel.

Investment into this mentor moment is \$250

OPTION 2-CHERISH YOUR GROWTH

This is a 6 month mentorship, with a focus on 1:1 mentoring, BUT because I am big on community, this is a little hybrid and we will have 3 group calls throughout the 6 months.

1:1 calls will be available on Tuesdays or Wednesdays

Group calls will be held Wednesdays.

Participants who book into this program before October 23rd 2024, will receive 2 bonus 1:1 calls to use within the 6 months.

What does it look like?

- 6 x 90minute tailored, specialised 1:1 calls between you and I
- 3 x 90minute group calls spread out over the 6 months.
- Email check ins & support, allowing us to have regular connection, troubleshoot or update around homework, research etc
- Small, intimate group, allowing time for in depth conversations

What You'll Gain

- **Personalised Guidance:** Tailored support to fit your unique goals and dreams. You can bring your questions and concerns and we will work through them together over a month or 6.

- **Practical Experience:** Real-life scenarios and role-playing (but not the cringey type) to build your confidence.
- **Networking Opportunities:** Connect with colleagues of mine and fellow doulas to expand your reach and resources.
- **Resource Materials:** Access to a wealth of educational materials and templates to enhance your practice.

*Investment into this mentoring program is \$3,495.
Payment plans are available.*

More Juicy details

Who is it for, Fabulously Asked Questions, disclaimers

Who is it for?

This is for baby doula's. Some one who has just graduated, currently studying their doula certificate, returning from maternity leave or someone who has maybe been working for a few years as a doula.

Do you support us when we are at births?

Short answer no. Longer answer, I will have two spots available for "Alyssa in Your Pocket" support. This extra addition is \$1000 and allows me to be 'on-call' for you while you are supporting a family at a birth. If you have questions, concerns, need a quick debrief or pep talk, you will be able to send me a text and then we may have a text convo or phone call, depending what is required and if I am at a birth or not.

This option is subject to availability, your clients estimated due date, my client load etc. If this is of interest to you, we can discuss at the time of your enrollment or later on in the mentorship program.

Where is this located? Is it online?

This is a mentorship that can be and will be both! I have a studio in Port

Kembla so for Illawarra locals, we can meet there, but I can also work online, which means even if you aren't located in the Illawarra, this mentorship is available to you!

What format is this?

We will have some fluidity to this mentorship because it is tailored to your goals, but our scaffolding is 6 x 1:1 calls, so 1 a month for 6 months, 3 group calls throughout the 6 months and emails throughout as well, so you can bring questions to your 1:1 calls, group calls or shoot through an email when you think of a question.

Refunds

When you invest in this mentorship, you are making a commitment to me and yourself that you are going to grow and do the work, with me encouraging, cheering and doula-ing you along the way. As such, there is a no refunds available for change of mind, if you feel like you didn't get what you thought you would out of the program or if you decide halfway through you don't want to do it anymore. You can read my T&C's when you make the commitment to invest for more information.

Disclaimers

This is a mentorship that requires the participants to do the work. I will walk alongside, challenge, encourage, question, teach..doula you along the way, but I cannot do the work for you. Therefore I cannot make any guarantees about the return of your investment into this mentorship inside your business, because I am not running your business, you are. What I can guarantee, is that with a decade of experience, I will do my best to help you through common teething problems in business, particularly doula business and invest in you and your business growth!

I live my life with my family being my priority for scheduling and encourage doula's to look at their boundaries and priorities, so you will see this reflected in our mentorship format, with boundaries around contact and work hours.

TESTIMONIAL FROM A PREVIOUS MENTORSHIP PARTICIPANT

"I honestly can't speak highly enough of my experience with Alyssa. She instilled confidence in me to navigate the hospital system when my first baby wanted to be born breech and the education and inner strength to birth my second baby peacefully at home.

I was so inspired I went onto become a certified doula myself and hope to pass on the love and care I received.

Aunty Alyssa to my two babies, a good friend to my husband and I and now my doula mentor. Alyssa Is a treasure of intuitive wisdom and birth knowledge. Her passion for birth justice flows generously from her life and is having a ripple effect across the world."

What are the next steps?

If this sounds like the mentorship for you, I would love to hear from you! Send an email through to me and we can start the process.

hello@cherishbirth.com.au

