

(introductory music)

**DISCLAIMER:** “*Well, Actually...*” is a podcast about reimagining the way we approach the entirety of the birthing year. Margo’s goal is to combine her radical imagination with her knack for strategizing to bolster the birth revolution and a larger global revolution of feminine consciousness. “*Well, Actually...*” is a production of the Indie Birth Association and indiebirth.org. No material on this podcast should be considered medical advice. Birth is not a medical event. Now here’s your host, midwife, and teacher, Margo Blackstone.

(music)

**MARGO:** All right. Go ahead and introduce yourself to our listeners.

**DEZ:** Hi. My name is Desiree, but you can call me Dez. And I am from Ottawa, Canada, Ontario. And I am a full time entrepreneur. I just graduate—well, graduated. I just completed *The Birth Warrior Project* with Indie Birth which was an amazing experience. And I am starting up my doula business. I also offer coaching. So I got my life coaching certification, and I specialize in women empowerment and business clarity, if you’re a start up as well. And apart from that, I am launching an online store very soon with my own herbal products and kind of all in line with doula and pregnancy and birth and postpartum and all of that stuff. So I’m really excited to do that. Thank you for having me.

**MARGO:** Yes. You are welcome. I am so glad you’re here. What is—okay. So I guess this was maybe your first question. I was just going to say what is—oh, wait. It’s not your first question. Maybe it is a question. What is your business name?

**DEZ:** My business name is Doula Dez. Well, Doula Dez Ottawa is a lot of my handles for Instagram, Facebook page. So that’s my name. And my online store is Zena Apotheca. So the forefront of my business is Doula Dez Ottawa.

**MARGO:** Perfect. Okay. So let’s get into it. So your question was should I separate doula services and coaching services tab. So like tell me more what you mean by that. I think I know what you mean.

**DEZ:** Yeah. It’s just there’s a lot going on on my website, and I’m just wondering if it would be more clear for me to separate because the empowerment coaching—yes—could be in line with mothers and their pregnancy. But I offer prenatal coaching. So I’m wondering if I should separate that to make it clearer that it’s not all kind of—it’s kind of different. But I have a lot of tabs already. So I just want it to be clear and easy and user friendly, and I’m just not sure if that would make it—I don’t know. A little clearer for people coming on my website.

**MARGO:** Do you already have a—is your business—or your—sorry. Your empowerment coaching. Is that already kind of up and running? Is it something you're wanting to build? Or tell me more about that.

**DEZ:** I already have like clients from my schooling. Like I did a lot of free coaching to begin with, so it's already up and running. And I have already word of mouth people reaching out to me hearing about it. So it's up and running but not online. Just through people talking, I guess.

**MARGO:** Okay. It's a good question. I guess a thought I have—I mean it's sort of twice as much work to set up in some ways. But I guess a thought would be that it might make sense to have them be separate entirely, if they're not the same target client. But I guess tell me more about the target client because maybe they are the same.

**DEZ:** Yeah. I think that I have tried to keep it the same just because when I think of having to completely separate it it just—it's kind of overwhelming as one person running everything. That like—and my target is mostly women. Young mothers, entrepreneurs who are looking to create a second or an extra source of income, or women in the postpartum who are like, "You know what? I already offered services. I'd like to fully start a business," or just looking to gain confidence in general. So because—I mean birth work is a lot around—revolves a lot around women I'm thinking that it's very aligned already.

**MARGO:** Yeah. Yeah. It's an interesting question in that something I grapple with too. Like here we are on a business coaching call, right? But I'm a midwife. So it's one of those things where I've thought a lot about this myself. How to—especially if I were ever going to be offering this more specifically and putting more effort towards it. I guess yes. It's overwhelming. But it sounds like the target person is different enough—like right now I think this can work. But I would say long term, if you want to keep doing both, I would probably split them into two different sites. It could be connected to each other through various methods. Like we have our indiebirth.org site, and then we also have indiebirthmiwiferyschool.org. And they communicate back and forth a little bit, but they're mostly—they are two completely separate websites. And so even with that, it was like—so I guess there's many ways in which I have struggled with these same questions. Not just in my own life around I'm a midwife. I also do business coaching. I also like to do women's coaching outside of pregnancy. But also within the Indie Birth world, Indie Birth was sort of started for moms. And now it's also for doulas, and it's also for midwives. It's like ah. This constant juggle. So if I could go back and do it again, I guess my thought is I'd probably do it the same. But for someone who is just starting out and if you're not specifically wanting to do women's coaching, if it—you said mostly women. So if you even maybe want to coach men and if you maybe want to coach older women who aren't in the birthing years or girls, if it's not the exact same

target, I would eventually piece them into two things especially because you did a great job on this website. It looks really beautiful. You could literally just kind of duplicate it. Tweak the color scheme a little bit. Put in the correct information for this other venture. And then when you're talking to people, you can have two separate things that you're presenting for clarity's sake.

**DEZ:** It's a great way to look at it in terms of like, okay, long term, short term. For now, I can keep it and then kind of tweak it as I go. I guess nothing is really set in stone. I always look at it. I'm like, "Oh, how can I make the website just a little bit better," and I'm always so perfectionist. But it's like it's an ongoing process. So yeah. Okay.

**MARGO:** Totally. And I guess my thought with the separate tabs thing—I think under services it's fine. And I like that you kind of distance them, the prenatal coaching and empowerment coaching. I do wonder if there would be a way to more specifically—for me, it would make sense for it to be called—if you were only working with women, like women's empowerment coaching to make it clear that it's not just birth related. Or even just life coaching or something to make it more distinctly—I don't know. Because I would read down this list, and my brain would just assume like, "Okay. Virtual doula. Prenatal coaching. Home birth doula." I would assume that empowerment coaching is about the birth and pregnancy based on that list because it's the only outlier.

**DEZ:** Yeah. It confirms what I was thinking too because it sounds too similar in line when I want it to kind of stand out a little bit. So yeah. Maybe changing the wording.

**MARGO:** Mm-hmm.

**DEZ:** Okay. Yeah.

**MARGO:** Or you could have another tab, home, about, birth services, and then life coaching. Or you could—yeah. You could pull it out that way as well. What happens—oh, sorry. Go for it.

**DEZ:** I even wondered with prenatal coaching if there was a better term for that instead of using the coaching. Because I mean it—I don't know.

**MARGO:** Mm-hmm. Because then it would be more separate.

**DEZ:** I'm not coaching you prenatally, but I am giving resources, all these things. It's a little different than empowerment coaching that I'm offering.

**MARGO:** Yeah. Maybe prenatal education.

**DEZ:** Yeah. That would work too. Yeah.

**MARGO:** Yeah. Play around with that, and then that would make it more distinct as well.

**DEZ:** Yeah. Cool.

**MARGO:** Even though I do think a lot of prenatal in this conversation and conversations with other doulas and midwives, I do think what we're doing is coaching often. But that's not how most people kind of perceive it.

**DEZ:** Yeah. (inaudible).

**MARGO:** So they might not know what that means even. They might be intrigued. But to keep it separate from your other coaching, if there's another word that feels similarly good, then that might be a good idea.

**DEZ:** Yeah.

**MARGO:** What happens when they click, "Book a Call," on your bar at the top?

**DEZ:** So it should—I hope. I think I double checked the buttons. But it should go to a scheduling. So either they can do a discovery call. And I didn't put all of the options. But if someone really just wanted one straight session, they see a birth story session, prenatal coaching—or prenatal visit or something like that, and then one coaching session by itself. So if someone is looking to work on a longer term basis, if they're a first time person, I would hope that they'd press the discovery call, so that we could just chat. See what's best for them and how we can best work together.

**MARGO:** Awesome. It looks great. And that's different than your contact page.

**DEZ:** It is. Yeah.

**MARGO:** I see it now. Yeah. Okay. Cool. Yeah. This all looks great. And it all flows together nicely. And it seems like you've thought it out well. How did you pick your colors?

**DEZ:** Originally, my last business I had a red. But I don't know. Purple just feels like it represents me very well. And I like the spiritual significance of it. It's very much all the higher chakras. And I think that it is a little calming. Like with the lavender for me, it just makes me think of soothing energy. So that's why I decided to go with it. I wasn't—I was a little unsure because I was like it is pretty bright, intense at the top. But I was like, "Ah. It works with my images and everything." And yeah.

**MARGO:** Yeah. I like it.

**DEZ:** It kind of just (cross talk) intuition with it.

**MARGO:** That's great. It's pretty. Cool. So let's keep going down the list here. So another question was—Zena Apotheca treating it as a separate entity. Hope to open a physical location in the near future. Tell me more about that.

**DEZ:** Yeah. I guess that's not much of—so much of a question as it was just to—for you to understand a better feel of how my business is laid out.

**MARGO:** I see.

**DEZ:** So again, I could take it as far as creating a whole new website for that one day too. But for now, I'm trying to keep it all in one. So yeah. It's just going to be an online store, like I said at the beginning, with products that I create myself and that are in line with my business. So a lot of my clients will receive most of it through the package. I just gift these as an extra. But if people aren't working with me and they're interested in my products, they can go there and check that out. Yeah.

**MARGO:** Great. Well, then let's talk about SEO, which it sounds like you've already been doing today. But let's talk more about it.

**DEZ:** Yeah. I've been trying to educate myself and learn. I mean as a business owner it's a huge learning curve. But I enjoy just going out there and figuring it out all on my own, but it's nice to have a second opinion. So in terms of SEO, I guess it was more to do with marketing as well. So how to show up in Google searches? How to reach people online. In this day and time with everything going on, a lot more things are online. And although I am a millennial, I still don't really even know all of the online world very well. So SEO—I think that I figured it out. I'm using Squarespace as the hosting. And it seems pretty simple that you just go in the settings, and you add your descriptions and try to use key words that will pop up on Google. I think that's the gist of SEO, right? I think I was over thinking it all.

**MARGO:** Yeah. I think I'm not a SEO expert by any stretch. But that is also my understanding. Yeah. Making sure you're using the keywords that somebody would actually be looking for where you live. Making sure it's in all of the places where you can put SEO on Squarespace because they have those little slots for it. And then making sure that you also incorporate those key words into your pages. And then driving traffic to your site somehow which is why I do recommend that people have a blog or a podcast or something other than just their list of services on their page or on their website because if you can get people to go there it also shows the search engines that your page is well trafficked. And that also will boost your spot in the line up over time.

**DEZ:** Can we talk a little bit more about podcasts in the sense that I just have mine linked on my website? Would it be—how did—you know? I don't know what my question is exactly. But—

**MARGO:** I know what your question is. So there's—podcasts—it takes you to Anchor. And (inaudible) there. So I actually don't know the answer to this because we have someone else help us with our podcast now. And before that, I just did what Jason told me. But there's got to be a way to also have it on your Squarespace site as a blog post. So that you could post on social media or wherever you're going to post and you could send people the link to go listen to it on your actual site. I don't know exactly how you'd do that, but there's got to be a way.

**DEZ:** I think I have an idea. And I think that pretty much answers my question.

**MARGO:** I would definitely have it both places (inaudible).

**DEZ:** Okay. Both like on the Anchor and on the website? Or what do you—

**MARGO:** Yeah. Yeah. Yep. And wherever else you can have podcasts be. See? This is where I'm like, "Uh, I don't know that much about podcasts." But I do know that having it everywhere is good. More places equals better. And especially on your site so that people will go there, listen to it, and then click around and learn more about you perhaps as well.

**FEMALE VOICE:** Hello, everyone. If you're enjoying this podcast, you'd probably really enjoy our other more in depth offerings. We have a comprehensive course for mamas called *13 Moons*, epic education for the birthing year. And an everything you need to know course for aspiring doulas who want to change the world called *The Birth Warrior Project: 120 Day Doula Training and Transformation*. And for the real birth nerds who want to become home birth midwives, we have the Indie Birth Midwifery School, and you can find out about all of these options and more at [indiebirth.org](http://indiebirth.org). That's [indiebirth.org](http://indiebirth.org).

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**DEZ:** Going more on the side of marketing, can I go there for a minute?

**MARGO:** Yeah.

**DEZ:** I am—because I'm a—I'm starting up this doula practice. And I am looking at my budget in terms of how much—I think that the beginning is the best time to be investing in advertising and putting yourself out there so that people know that you're there.

**MARGO:** Mm-hmm.

**DEZ:** And I guess it's a very personal question. But do you feel like it's worth it? Worth investing like that much—a good chunk of your money at the beginning towards advertising and then you're going to get back that money through clientele? Or should I just kind of do the free options more and slowly build?

**MARGO:** I would do a mix. I would do—my advice would be to teach *The Labor Blueprint* where it's online or in person in today's day and age. And I would run ads to that on Facebook and Instagram for not a ton of money. So I would spend somewhere between \$50 and \$100, if someone wanted to know like a concrete amount, to advertise a free workshop. That's what I would do first. And then I would also consider once you've got clients coming in I would consider doing a low dollar per day advertisement on Facebook and Instagram. It's more just—well, ideally, what you would do is you'd run it to a freebie. Does that make sense?

**DEZ:** Yeah. Yeah.

**MARGO:** And we—I've had to learn how to do all this as part of Indie Birth. I think that's probably how you're sitting here. I bet you clicked *The Powerful Doula Handbook*.

**DEZ:** Yep. That's it.

**MARGO:** Yeah. Yep. Exactly. It works. It's magical. We have, I want to say, a couple hundred people a month click that. And it has not slowed down. It's been a year since we've run that ad. And I will also say setting them up is giant pain in the ass. But once they're set up can be really cool. So it's different. We're working on a not local level. And so I have less experience running local ads. But the principles, largely, remain the same. So you'd want to be not boosting posts. So anyone who is listening to this don't waste your money boosting things. When Facebook is like, "Hey, do you want to boost this post," don't do it. Go—you have to actually go into the Ad Manager. And if you're not set up with that, you just get set up with that. It's pretty straight forward. As I recall, it was a long time ago. But there's nothing fancy. You just need a special Ad Manager account. And then it's a set it and forget it kind of thing. You can also flip ads on and off. So if you're like, "Hey, I need more interest—more local interest," you could flip on your ad and have it be set for a couple dollars a day for the month and see what happens in terms of people clicking and downloading a freebie would be my best suggestion. You could also do a traffic campaign where you just are trying to get people to your page. You could also, since you're doing the podcast thing which I think is great, you could do it to a podcast episode that's on your actual site and—but only target people within the radius that you're wanting to serve for births. Does that make sense?

**DEZ:** Yeah.

**MARGO:** So you could bring attention to your most recent podcast. And then you could go in and you could swap out a different podcast. So the content would be different and turn it on and off as you wished. But the biggest thing I would do would be to drive—to do a campaign where you're getting people to register for a free workshop because you're getting them in front of you, ideally, if it's in person. And through that two or three hours, they're getting to know you and will have a good sense at the end of whether or not they want a doula. And if they do, they probably will want you. So it's just the best way to do it, I think. But second best, I think, would be either having a freebie or directing people to a podcast episode.

**DEZ:** Awesome.

**MARGO:** And then being careful about your audience and how you set it.

**DEZ:** Yeah. Yeah. Especially for the local stuff, right?

**MARGO:** Yeah. So that's what's hard about local stuff is the audience just isn't as big. So we're setting an ad at the world level, right? Like we target every single country that speaks English even if they—even if it's most people there speak English. We've got ads running—I can't remember where we—I recently added another country because I Google where do people speak English the most in the world. So anyways, it's a lot of people. So my ad sets I try to target between two and four million people.

**DEZ:** Okay.

**MARGO:** But when you're at the local level, there aren't going to be that many people. So it will usually cost more money to get the right person to look at something because it's a smaller pool. But it—so that's where the ad kind of—ad spend analysis comes in and—right. If you spend \$50 and no one signs up for your class, that sucks. But if you spend 50 bucks and you get one person and that one person hires you, then it's worth it.

**DEZ:** Yep.

**MARGO:** Because they're probably going to tell all their friends. So it's just getting those first people. And so I would make sure you're doing a good job doing the free advertising available to you for a workshop too. Like make sure you're not just relying on the ads. But if you have the money, then it's worth trying the first time or two and see if it works well.

**DEZ:** Yeah.

**MARGO:** Because the difficulty with promoting a class is we often don't want to be the weirdo posting in a group five times, right? Even though there's a local moms group, I



don't—I post mine once, and I always feel weird doing it. And so—where the ad will kind of fill in the gaps is that it will show people again often. And so maybe they'll then see it in two different places. And the second time is the time they actually have a chance to register whereas the first time their kid was screaming. People often need to see the same thing more than one time. But the way that most of us feel comfortable showing up is that we usually will post something one time. So we need to really post things ten times and then also run an ad.

**DEZ:** Yeah. And that is the uncomfortableness of the online world is struggling with your own mindset and not letting that hold you back because posting a bunch of stuff—and when you're self advertising, it's like, "Whoa. Okay. Am I annoying people? What's going on?" Yeah. It's something that I'm working on as well.

**MARGO:** Yeah.

**DEZ:** What are your thoughts on—sorry. What was I going to say? Oh, the Google side of things. So I know that there's some kind of advertising with Google, which is like pay per click. Have you dabbled around with that? And is that useful? More for the local level.

**MARGO:** Yeah. I think that that is a good option at the local level. It's something I did earlier on in my midwifery business. And I feel like there was some success with that. It's not something I do anymore. And so I haven't done it in awhile. But I think it can be useful. And it can help just get you to the top especially earlier on and if your market is more saturated. I guess the reason I don't do it anymore is because the way my business shows up on Google is—it's the first one anyways. So it felt kind of silly to pay to be at the top and then also be at the top again. So—but yeah. That's definitely a valid option as well. Another thing I haven't explored but will be really kind of interesting for people to check out and report back if it's something that feels useful particularly at the local level is YouTube ads. So if somebody is watching a birth related or parenting video, you can pay to show up as an ad there. And the only reason we haven't done it is because we haven't had time to make anything worth—we haven't had time to make an ad. But it's something that's been on our list for a long time because it's like yeah. If someone is watching birth videos, they should totally check us out.

**DEZ:** For sure. Never even thought of that. That's cool.

**MARGO:** Mm-hmm.

**DEZ:** So we have lots of options. And it's just about—and I like that you said you used it more at the beginning. The start up of your business because that's what I was thinking especially for the local level and—yeah. So I'll look into that more for sure.

**MARGO:** Yeah. Well and something I wanted to just say super quick was when you said self promotion can sometimes feel weird, that's where it could also be helpful to have a few ambassadors so to speak. So if there's people you know locally who like what you're doing, if you're—if you just nicely ask them like, "Hey, can you post this a couple times in that mom group? I don't want to be seeming like a weirdo. Can you do it for me?" They'd probably be more than happy to.

**DEZ:** Yeah. That's a fun way.

**MARGO:** Sometimes you just have to ask.

**DEZ:** Yeah. I would not even have thought of that. Okay.

**MARGO:** Tell me about social media. You had a question about that. Thinking of clearing your page and starting fresh. What do you mean by that?

**DEZ:** Social media. Oh gosh. So I—in the last year, I really started—that's when I started to be like I'm going to start a business, all this stuff. So I started being a lot more active online, posting valuable things, and trying to gain interest, and grow my following just to have a way to reach people from that free basis. And as I launched my first website, which was before I decided to become a doula, my Instagram got shut down. And I lost everything, and I was not able to get it back. So I was almost at 1,000 followers. And I got discouraged. And now I have a new Instagram page. I have a very low amount of following which I knew, at the end of the day, following is not that big of a deal. But it helps. I don't like to really look at the numbers. So I'm just not sure how to approach social media. I feel like before it was taking up a lot of my time trying to come up with what do I post, taking pictures, creating little designs and stuff. And I felt like I was pouring too much time into that which is not making me any—not giving me anything versus having it be more simple but still drive people to be like, "Oh, that's cool. She's posting about this, and it's birth related. Let me follow her," and be a quick and easy source of connecting with people. You know what I mean? Not overwhelming and—yeah.

**MARGO:** I know. I think that this is a really common question. Social media and also something I've been doing a lot more is emails, newsletters. And no matter what, I always think, "Oh, I could quick just sit down and do this." And it's half an hour later. I'm a fast writer too. It's a lot of energy to create something especially that's going to just go through someone's feed and maybe they'll read it and maybe they won't. So I have a definite—I was going to say love hate. But it's like tolerate hate relationship with Instagram and Facebook. Facebook used to be a place where we had cool groups. But it was just so weird that that's why we ended up doing our own social media thing. Like our own social platform. And then Instagram seemed really promising with like, "Oh, we can show cool birth photos." But now it just feels like the whole world is

saturated in birth photos. And every time I go on there, it's just like—I'm a midwife. And I like birth, and I don't even want to see that many birth photos.

So I don't know where I would land with that. I think it's worth having a presence. I don't think it's worth spending a ton of time on. And the presence mostly is to just look somewhat legitimate, right? Like, "Oh, that's their handle. I'll go check it out." As long as it's not like—I don't know. Super lame. People will just be like, "Oh, cool. They do post occasionally." I guess it comes back to your target person, right? All of it comes back to that. Is your target person on Instagram? Maybe. And if they are, how do you reach them? I guess something I've been trying to do more is repurposing content. So when I—and figuring out where I feel the most motivated to create. So I've been really enjoying doing podcasts like this where I don't have to sit down and come up with an hour of stuff to talk about. It's more just a conversation. It's also valuable for whoever is listening and the person across from me and for me to do.

**DEZ:** Absolutely.

**MARGO:** So that, right now, is feeling really a lot easier than when I'd be like, "Okay. Let me do a podcast about meconium. I have to do six hours of research first and then this." So I guess my point is do what feels easiest and then repurpose that. So my email newsletter I can send out like, "Hey, go listen to the podcast I made," so I don't have to do a whole educational newsletter. I can just send it and point people towards what I've already done or what Maryn has already done in the last few weeks. And then I also have been feeling really inspired to write in the email format. So last week, I think I sent a newsletter out about BV, bacterial vaginosis, because somebody asked me about it. And I was like, "Oh, I could write an answer." My inclination was not to go onto the website and type it up as a blog post. It was to write it as an email for some reason. But afterwards, I was like, "Oh, I should totally make that into a post on the website." Why not? So try to not reinvent the wheel over and over again. If there's one thing that's feeling easier, do that thing and then repurpose it into these other formats, if that makes sense.

**DEZ:** Yeah. It does. And I couldn't quite—I've heard of this repurposing before. But I couldn't quite envision how it would look like. But it's kind of the same content, but it's in a different format. And that makes sense now. So yeah.

**MARGO:** Great. Or with the BV email, just some—since I already brought it up. That could totally be made into an Instagram post, a Facebook post, and it could point to the website. And then we get some people trafficking to the website to read it and follow. It could be just like the first couple sentences or whatever. Or just like a more funny interactive question about like, "Who here has struggled with BV? Raise your hand or don't or whatever." Something like that and then point them that direction. So yeah.

Jenna Kutcher is someone I've followed for social media advice. You could check her out. She actually lives near me. She should—shout out to Jenna Kutcher. If you ever want to hang out in person, I live near you. But she has some really helpful courses. And she has a podcast, and she's sort of like—I don't know. I've felt really inspired by some of the ways she repurposes her own content. And then I've used that as an example to do it myself. So that's a resource for you to check out. What's feeling the easiest for you in terms of making content or engaging with people or—yeah.

**DEZ:** It's a good question because I have really not been hardly present at all on social media especially doing *The Birth Warrior*. I just focus all my energy on that and creating my website and everything. And I don't know what it looks like. I just kind of cleared my slate completely. And I'm starting with a whole fresh perspective, so that question is something I have to reflect on more. I do enjoy making videos and being face to face. But I—now that I'm doing the podcast, I like that more because I feel like I was too focused on, “Oh, now I have to look cute. I have to be presentable.” I don't like the whole pressure of that. If I show up now, I just want to show looking like whatever. So I don't know what social media. Instagram, specifically. I don't know what that's going to look like. I'm not sure in this moment.

**MARGO:** Yeah. Just something to think about.

**DEZ:** For sure. Yeah.

**MARGO:** Figure out what you like doing the best and then—yeah. If the podcasting thing is feeling enjoyable to you, people love podcasts. So you could go with that. And then you can also turn them into transcripts. There are people who will do that for you out there in the world also if you didn't want to do it yourself. And then you would have all the written content as well to pull from. We have people that help us with transcripts. So for awhile, I was doing a weekly YouTube live, which now I'm not because that felt really hard and draining. But it was also fun in some other ways. And so a few of the times I would get done, and I was like, “Wow. I said some really good stuff.” And so then I would ask the person who helps us, “Can you transcribe that one because I kind of want to turn that into a post or pull some quotes out of it or whatever?”

**DEZ:** Yeah. That's a cool way to also then repurpose. Okay. Kind of moving away from marketing and all, SEO, and all that stuff, as I'm starting my business, I have my first client which I'm super excited about. I was trying to create a—what is it called? A business blueprint. Or just to kind of see what—how much income I would make, how much money I would need, all this stuff. And trying to see how many clients a month would be feasible for me to have considering the different packages I offer. Of course, I have to consider how many births a month. I can only take a certain amount. But I'm curious. What does that look like for you in terms of just how many clients? I don't want

to burn myself out as a doula to begin. And if I do end up doing all these advertisements, getting a bunch of clients, great. But where do I draw the line and make sure that I am—I am able to serve everybody to the fullest of their capacity while still staying healthy and good myself?

**MARGO:** Yeah. Remind me what your package looks like.

**DEZ:** Okay.

**MARGO:** I'm looking on the site too.

**DEZ:** Yeah. My big—my full service package is really kind of—honestly, I model the midwife kind of schedule in terms of how many visits and all of that. It just didn't feel—it didn't resonate with me to only have a couple to three visits with a client. I really want to build that relationship. And it seems as though even the midwives that are in my region don't have as many visits with a client. And so far, it's been working out great. It's giving us a lot of time to be able to build a relationship, cover all topics to a full extent. And so I'm like okay. One client. Great. But what is that going to look when I have multiple? So my full package I see them once a month until—well, we start at three months. Once a month until about seven months. And then every two weeks for the—until eight months. And then once a week until they go into labor. And then I also attend them postpartum for about four or five visits, I believe. Yeah.

**MARGO:** That's awesome. Yeah. I mean as a midwife I can speak to that because it would be a similar schedule. And it's—it depends on the person. Like the person. So for me, having two kids who are pretty little still, months where I have more than two feels like a lot for me especially leading up to it. But that would not have been the case before having kids. I think I could have easily done four to six probably. And it probably would have felt fine. The other part is—right. So it's not just the births per month which can certainly be tiring and taxing. But the visits. So right now I try to keep all my visits to one day a week. And it's not possible with two a month or three a month. It inevitably sometimes spills over into a second day. So for me, more than one or two days a week would feel like a lot because of all the other work that I do. But if this was my full time deal, then it wouldn't. It wouldn't feel like as big of a deal. I could do three or four afternoons a week, and it would feel fine.

**DEZ:** Okay.

**MARGO:** So just to kind of frame it that way. Yeah. Yeah. So it depends how many visits you want to do in a day and how many days per week you'd want to be doing. But to give you a sense of that, yeah. I often—some weeks I only see one or two people on a Monday. It's usually my day I see people. And then other weeks, I'll see five, and that feels like a lot. Four or five feels like kind of a lot. And so if I start getting close to

that, I'll push into another day. So yeah. And then with travel because it looks like you are traveling to them?

**DEZ:** Yep. I am. Yeah.

**MARGO:** Yeah. So I would say if you were taking two a month and you're traveling to them, I would plan on probably three days a week of visits.

**DEZ:** Okay.

**MARGO:** Two or three days a week. But it depends.

**DEZ:** But that's kind of—it's basically what I had in mind because I scheduled out two weeks—two days of the week for coaching, three days for prenatal visits, and then my weekends to my online store, filling orders and stuff like that. So that's kind of—I mean I do need some time off. But there's stuff to move around. And I'm also wondering if I am doing coaching, it usually is through video right now. Would you—when you're getting closer to a birth—so as of 36 weeks, we're on call. Do you tend to try and slow down other things so that you're more rested? You're more ready. And you have less commitments so that you can just drop and go to attend someone in birth because that's my process of thinking here.

**MARGO:** Yeah. Earlier on, I definitely did that. As I've been doing this longer, I do it a lot less. So I'll still book stuff. I'll still make plans. I didn't even think about it actually. I have two different parties I scheduled in the next month. One for the full moon and one for my little guy's birthday. I could totally be at a birth either of those days. I hadn't even thought about it honestly. Whatever. If I'm not here, then my family will figure it out. But yeah. I used to be afraid to make a massage appointment or a hair appointment because I was so worried about having to cancel. And I just care way less now. I don't know why. I guess I didn't want to inconvenience other people. But in my experience, people usually think it's really cool if you're like, "Hey, by the way, I have to cancel today. I'm at a birth." They're like, "Oh, cool. I hope it goes great." So I—yeah. I mostly don't try to rearrange my life. Obviously, I don't go out of town. But my advice is to try to just be as normal as possible. I still totally get anxious when somebody's due date is approaching or passed and think about it a lot. And I wish I thought about it less because it doesn't actually help at all to be worried about, "When's it going to happen?" So that's my two cents.

**DEZ:** That's great advice because you're right. Why rearrange all your life? You might make it to the massage appointment. And I just cancelled it because in case. And yeah. It's fun to hear that people are usually excited anyways, and they're like, "Okay. Cool. No problem."

**MARGO:** Yep.

**DEZ:** Okay. I'm just thinking if there is anything else coming up regarding what your schedule—scheduling looks like as a doula and things. Yeah. Did I have other questions on that list? I didn't even pull it up myself.

**MARGO:** Logo. And Square. I think that was it, if you want to talk about either of those two things.

**DEZ:** Oh, I really enjoy—because I've seen other people use Acuity as their booking scheduling app and all of that. I did purchase myself a Square for in person purchases and everything. And they have a free booking system. Fortunately, they don't have a—it doesn't integrate a form. There is no—because I would like if I book online for first visit that they can fill out some information so I come in with an idea instead of spending the entire visit having to answer the whole questionnaire together. But as a start up, I could be just sending the email afterwards. I'm just wondering if I'm missing something there or—yeah.

**MARGO:** Yeah. I like Acuity. That's what I use. And I have people fill out the form for a consult. And then for payments, I use Stripe, which you could look at. It's similar to PayPal. And I can take cards on my phone with—what is their app? It's called Charge Stripe. So I don't even have to swipe it. It's just an app, and it's personable. Obviously, it has a charge. But I haven't used Square. I know my partner, Russell, has, and he's liked it fine. I don't know if he's still using it or not. But yeah. I don't know if that answers your question.

**DEZ:** It does. I guess it's just the form thing for me. Is like I would like it to be as automated as possible just to take away at least one—just one step less is always great. But there must be a way for me to integrate something in it. In the settings. So I'll keep looking at that.

**MARGO:** Yeah. There is Zapier. Is that how you say it? I don't know. Z A P I E R. It's a way to automate all kinds of things and integrate different apps with each other. So I have gotten more into that in the last year because—yeah. As your business grows, it becomes sort of unmanageable and anxiety producing to do anything manually. So just yesterday, I hooked it up so when somebody fills out this form they get tagged a certain way in our email system. And once they get tagged that way in the email system, it will automatically send them this email that in the past I would have had to send manually. And the amount of time it ends up saying is huge. So that said, it's really nice to also use different apps that have more functionality, so you don't have to pay for five different ones. But I don't know. It's a tricky thing. There's also—are you familiar with Funnel Gorgeous at all?

**DEZ:** No. I've never heard of that one.

**MARGO:** They have this new thing that I haven't explored fully because we already have our stuff all set up and to redo it would be a nightmare. But for someone starting out, it's like a site builder. It also integrates—it has a scheduler included. It's got a lot of functions that were cool. So if somebody was just starting out, it might be worth looking at. Yeah.

**DEZ:** I like the Zapier thing. That's kind of—I feel like that's what I was possibly looking for. So I'll look into that. Thank you.

**MARGO:** Yeah. And this other thing is called FG Funnels.

**DEZ:** FG?

**MARGO:** FG Funnels. Yeah. Yeah. And it would be especially helpful if you were planning to ship stuff I think. I don't know. Like I said, I haven't explored it super fully other than it can build funnels and websites. It can send emails. It can send text messages. It's got a chat widget. You can contact people through Facebook Messenger, call people, send voicemails, has a calendar scheduler, gets reviews—yeah. So it looks pretty cool and all inclusive. And then it, essentially, replaces—like I—like we use Active Campaign for our emailing. A lot of people use Kajabi, if they have courses. We don't use that. But we have another thing we use for our courses. And then Acuity. It's a way to kind of (inaudible).

**DEZ:** Eliminate all extra stuff. Yeah.

**MARGO:** Yeah. But it's not perfect for everyone. But it might be worth peeking at.

**DEZ:** And I guess the last thing was just a little bit about branding and—I don't know. I think that I let this stop me for a long time, and that's why I was like, "You know what? I don't need a logo. Let go. Let go of it." I had created this really cool logo for my previous business that I fell in love with, but it's so detailed and intense that it's not (inaudible) to just be able to repurpose and put everywhere. I have a heat press. I make my own T-shirts and stuff like that. I have a Cricut machine, whatever. So I was like, "Perfect. I can do all these extra stuff myself." But it ended up that the logo is too complex. And so if ever I create—I know there was a section already in *The Birth Warrior* that was amazing for business. But in terms of branding especially if I have, let's say, a doula business and then my online store that I kind of want to keep separate—I don't know. Do you have general advice in terms of branding? Aesthetics and stuff like that? Colors? I mean I guess I already picked my colors.



**MARGO:** You picked your colors. Yeah. General—do you have a more specific question? I do—I could talk, but I want to make sure it makes sense to what you're looking for.

**DEZ:** Yeah. I guess more in line with creating a—I want to make sure I'm like—it makes sense here. Like branding that keeps in mind a long term vision for growing the business. Something that I can create and hold on to for a long time. That I don't have to worry about—think about anymore. I just want to be able to create it and then, “Okay. That's it.” Even if I don't really like it that much later on, I just keep going. And you see it. You know it represents me. It's what I do for a business. So—

**MARGO:** Kind of timeless?

**DEZ:** Yeah. Yeah.

**MARGO:** Yeah. Yeah. I think it's a very difficult thing to do which is why people get paid a lot of money to make logos. When we first kind of started figuring out branding more, we went through a series of ugly duckling phases and eventually hired somebody to do it and ended up with something we liked that we never, ever, ever would have thought of. And so at some point, I think it makes sense to do that depending on your business. But there's plenty of businesses that are pretty—really successful especially in the online world right now, right? It's so easy to start a business. And if you have something cool that people want, you can have a crappy logo, and nobody cares. It's a bonus, I think, but it also isn't totally necessary especially depending on the target audience again. So if someone that you want to work with doesn't care that much about it, then I don't think you need to care that much about it. If they are those kind of person who is like, “I'm paying the doula with the coolest logo,” then you should definitely get your coolest logo possible. But if it's somewhere in the middle, I would just go with simple. The less—like you said, the less little thin lines the better because it's super hard to get—yeah. Yeah. And it just is visually hard to look at especially when it gets smaller. It starts just to get blurry and weird. So yeah. Yeah.

**DEZ:** I learned that (inaudible).

**MARGO:** So you learned it the hard way. Yeah. So something simple. It doesn't have to be the most perfect thing in the world. Like you said, timeless. I think fonts are in so many ways more important. I like the one you had on your website. So the thing you sent me that says Doula Dez Birth Services, I think it would be even cuter just to have it say DD Doula Dez or whatever in that same font so they match, I guess, is my thought.

**DEZ:** For where exactly?

**MARGO:** So at the bottom of the document you sent me, there's this purple, little square, and it says DD Doula Dez.

**DEZ:** Oh yes. Yes. Okay.

**MARGO:** But on your website, the font that you use that says Doula Dez at the top left I think is really cute. So even if you just add Doula Dez in that purple color and you stuck that on things, you might not even need a logo, per se. Or the one that you sent me had that super thin, I think that you could get into trouble with that font again. That really cute little script font. So I would go with something blockier. And I also don't see that font anywhere on your website unless I missed it.

**DEZ:** No. It was created completely on the side. And that's the thing. You have to keep it in line with everything else that I've already created. So I think I honestly just like the Doula Dez. It's simple. It's—it is what it is. Why complicate it more than that? So I like the whole (inaudible) timeless. I can just drag it across everything and—yeah. It'd be simple and all. So okay.

**MARGO:** Yeah. Cool. Well, you're rocking it. And I'm excited to hear more about how this all goes for you. You said you already have a client?

**DEZ:** I do. Yeah.

**MARGO:** Cool. Have you had other consultations? Or just the one?

**DEZ:** Just the one so far. And I'm really hoping that I will be able to attend the birth because it will be in the hospital. And we don't know how that—right now they're not allowing doulas in hospitals. So we'll see. But regardless, I will see her through the postpartum and everything. So yeah.

**MARGO:** Yeah. It's a very weird time. I've probably said that one million times this year. But where did they find you?

**DEZ:** It was an acquaintance of mine. So I knew her personally, and she found me online basically just me posting my journey through *The Birth Warrior* project and just saying that I'm doing that. I had a consult with a cousin of mine for a practice prenatal stuff that she was pregnant. She actually just gave birth not very long ago, beginning of April. So that's exciting. But yeah. She found me online through my social media. That's how she found out that I was doing doula work. And one thing that I didn't mention, Margo, this whole time—I'm really a home birth doula is my primary target. I didn't even say that. But yeah. I think that it's different because a lot of my area, my surrounding area, I mostly see doulas that work for birth centers or hospitals. There's not someone that's just home birth although I'm not just just that. That's my target clientele. So yeah.

**MARGO:** Yeah. Cool. That's very exciting. Well keep me posted.

**DEZ:** I will. For sure. Thank you so much for answering all my questions and doing this with me. It's been good. Very informative.

**MARGO:** Yeah. You are welcome. Will you remind us one more time where people can find you?

**DEZ:** Yes. For sure. So my Instagram is DoulaDezOttawa. My website is [dezzena.ca](http://dezzena.ca). And that will be launching very soon. So stay tuned for that. And yeah. That's pretty—oh, Facebook page. Doula Dez Ottawa as well.

**MARGO:** Awesome. So thank you.

**DEZ:** Thank you.

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(closing music)