



Newborn Mothers

Postpartum Education and
Care Professional

FREE GUIDE

Is a Career Supporting Families Right For You?

Do you feel a deep calling to work with Newborn Mothers?

Maybe you are already working with Newborn Mothers but want to serve at a deeper and more transformational level?

Maybe you feel drawn to a career in postpartum but just don't know where to start!?

This guide is for you.

- At least 1 in 5 women experience anxiety, depression or both during the transition to motherhood.
- Two thirds of Australian mothers don't meet their own breastfeeding goals.
- The leading cause of maternal death in Australia, United States, Canada and New Zealand is suicide.

Together, we can create cultural and systemic change that transforms postpartum experiences and gives mothers the reverence and respect they deserve.

Welcome to the Postpartum Renaissance

If you are wondering if postpartum work will work for you this guide will give you the A's to all your Q's. I've compiled the questions I get asked most frequently, drawing on 15 years combined experience in postpartum care both as a doula and a trainer.

I've trained over 2000 postpartum professionals in 60 different countries. Newborn Mothers training is available online and worldwide, and recognised by various professional associations. We teach a balance of stories and cultural knowledge, alongside information based on scientific evidence.

Whether you are considering taking on more postpartum work with existing clients, working in a hospital or starting a new business from scratch, this guide will help you figure out your next step.

This guide (and Newborn Mothers training) is designed for a range of people including:

- People who have not started their career in postpartum support yet and are looking for the first step.
- Birth and postpartum doulas who are looking for comprehensive postpartum education.
- Midwives working independently or within the hospital system looking for postpartum professional development
- Other professionals including physiotherapists, yoga teachers, childbirth educators, hypnobirthing instructors, nutritionists and more who want to deepen their understanding of postpartum support.

Depending on your background not all the Q's will be relevant to you! Just read the ones that you want to know about.

Let me introduce myself..



When I started as a postpartum doula, I was only 24 years old and not yet a mother myself. While travelling in Asia, I noticed that the transition to motherhood was understood and supported.

I immediately knew that this was my calling in life.

Back home in Australia, no one in my small town even knew what a postpartum doula was. No local training was available, and there was no demand for my services. But I saw a need, and I was determined to make a difference.

I studied five different postpartum doula trainings. While they were all excellent in their own ways, none really got much deeper than practical information about baby care and breastfeeding. None of them really addressed how to support Newborn Mothers through this significant life transition, this rite of passage. What I know now as matrescence.

None of them acknowledged how profoundly motherhood changed women from the inside out, let alone how we — as professionals — could support them through it. Although I started my postpartum in-home care business, providing massage and meals for new families, I still had questions.

Finding answers became more urgent as I lost and found myself in motherhood.

I started exploring postpartum from different perspectives, including my own background in Social Justice and Community Development. I dove into newer areas of study, from anthropology to evolution, from traditional medicine to brain science, and eventually people started asking me to teach them what I had uncovered.

I began teaching postpartum care to professionals in my mum's living room in 2012, then moved online and worldwide in 2015.

Since then I've trained over 1500 postpartum professionals in 60 different countries.

I've also written two books; Nourishing Newborn Mothers - Ayurvedic Recipes to Heal your Mind, Body and Soul after Childbirth and bestseller Newborn Mothers - When a Baby is Born So is a Mother.



Together we are changing the way women experience the transition to motherhood and, most importantly, changing the way culture and society view new families and postpartum care.

Whether you are looking for deeper postpartum knowledge and skills to support your existing clients OR you are starting a new business from scratch, I'm here to help you figure out your next steps.

Sweet Dreams,

Julia



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Do I have to be a midwife or nurse to work in Postpartum Care?

Nope. You don't need to have any medical background or pre-requisite qualifications in order to train and work as a Postpartum Education and Care Professional - it is not a medical role. People from many modalities are drawn to postpartum work - some are childbirth educators, yoga teachers, physiotherapists, social workers, counsellors or nutritionists for example.

For some people postpartum care is a total career change so it's also ok if your last job was as an accountant or a flight attendant or a lawyer! We'll teach you everything you need to know.

And the services you offer may include:

- one-on-one in home support,
- large group education,
- remote phone, email and online support,
- intimate mothers circles,
- online courses or membership sites.

Dream big! The sky's the limit!

What qualifications do I need to support mothers?

None. There are some women who've been postpartum carers for 30 or 40 years or more, a long time before any training was available. Our work is ancient, usually an oral tradition, passed down from woman to woman long before formal qualifications were invented.

In fact it's probably one of the oldest jobs in human history.

In more recent times the patriarchy and colonisation disrupted women's work all over the world. As a result many women question the validity and value of women's work, and their skills and abilities to work with women. Our self-doubt is not an accident.

*"A nation is not conquered until the hearts of its women are on the ground."
Cheyenne Proverb*

In most of the world the postpartum care and doula industry is unregulated. But many women feel more confident with a certificate, training and insurance under their belt.

Are there prerequisites to studying postpartum care?



There are no prerequisite qualifications for [Postpartum Education and Care Professional training](#) with Newborn Mothers. Basic competency in listening or reading English and access to a computer or device is the only thing that you need, and we can teach you everything else.

It's quite possible you already have relevant qualifications, for example you might already be a midwife, birth doula, childbirth educator, hypnobirthing practitioner, massage therapist, nutritionist, naturopath, physiotherapist, yoga teacher, pilates teacher... Start with what you've got! I'm sure you already have skills that could serve Newborn Mothers.

If this is the case Newborn Mothers training will ground your existing practice in a solid understanding of the postpartum brain, cultural care practices and communication and teaching techniques specifically designed for

working with Newborn Mothers. You'll also gain foundational knowledge of breastfeeding, mental health and sleep.

However many of our students are brand new to postpartum work. Maybe you are transitioning into a new career from something totally unrelated like accounting or law - don't worry you are not the only one!

Don't let feelings of not being 'good enough' or 'experienced enough' or 'qualified enough' stop you from stepping into your life's work. Chasing more and more pieces of paper can be an internal block that prevents women from stepping up to support one another through the transition to motherhood.

You can make a difference TODAY. Why wait?

You are enough.



My kids are still really small, when is a good time to start?

It is frustrating that the desire to serve Newborn Mothers often comes during the season when you are a Newborn Mother yourself. Though time and money may be tight, there is no reason why you can't take small steps towards your new career right away.

Studying online is a great option as you can do it in your own home, in your own time. Even if you only have 1-2 hours a week when you start studying with Newborn Mothers, our training is online, self-paced and include lifetime access. Online education fits in around your children and it means you are trained and ready to start when some more time and space opens up.

If money is tight (as it often is during this season of life!) we also offer payment plans. You will probably also find that learning about postpartum care gives you insights into your own postpartum experience and you may find the journey very healing and supportive personally too.

How much time does it take to start my postpartum business?

It is my experience that starting a business and actually working with clients requires at least ten hours a week.

However if you are not ready to actually get your first client you can study online for as little as two hours per week.

There is a no such thing as an overnight success, and many postpartum care professionals take months or even years to establish a steady income.

All great journeys start with a single step.

What sort of hours will I work? Can I work part time?

You can work as much or as little as you want.

I know women with small children who only take on one client a month, and women who have more time and take on four or more clients a month. Postpartum work is very flexible. You don't need to be on call, plus you can visit your clients during school hours or even on weekends. Newborn Mothers resting at home don't usually have busy schedules!

You might also prefer to run educational classes or circles so that you can support more women without working more hours.



You can also work remotely by offering online courses, phone or email consultations or online group programs.

What should I pack in my equipment bag to visit clients?

Your bag will be as unique as you are!

I always carried my massage table and towels, plus I would gift my clients belly binding and both of my [books](#).

You might bring a hot water bottle or heat pack, hand sanitizer, appropriate teas or herbs or oils if you are qualified, a baby carrier, rescue remedy, food for you if you are working a longer shift...

And one of my top tips for all postpartum kit bags is... post-it notes!!! They are super handy for leaving self-care reminders or instructions for a Newborn Mothers with gooey mushy baby brain.

You might leave a post it note on a pot of soup with serving and heating instructions cause we all know baby brain can't retain information!

Or you can put a post-it note on your clients nursing chair reminding her to get a glass of water and do a wee before sitting down to breastfeed. (Cause how annoying is it when you sit down to breastfeed and you forgot to wee and it makes those after birth contractions so much more intense!?!)

I also recommend you pack some books or equipment chosen specifically chosen for the client that particular day.

You may have some all time favourite things that become one of your signatures, that you always carry with you or gift to clients.

But in general I don't recommend you carry too much stuff. You are enough, just exactly as you are.

What should I wear?

The balance is finding something that you feel professional in, but that will also make your client feel comfortable and relaxed when she's wearing breast milk soaked pjs and hasn't washed her hair in a week.

A good rule of thumb is to choose a 'uniform' - that is some kind of simple outfit that you have in a few variations. For example jeans and a polo shirt, or leggings and a t-shirt dress.

I used to wear a pocket dress with leggings and a chunky bead necklace - pockets are super handy, leggings means I can squat and bend, and necklaces make me feel a little more professional whilst being easier to take off than other jewellery for giving massages or baby cuddles.

If you do a lot of cooking or massage or other hands-on work you may like to take an apron.

And homes with new babies are usually really cosy and warm, don't over dress as the heater will probably be blasting!

Once you've got a bit more experience and you know what you like to wear you can get your logo or business printed on your favourite clothes really easily these days.

Be mindful that postpartum doulas are not medical professionals, so we should avoid clothing that gives the wrong impression, like scrubs.



What do you typically do in a postpartum home visit?

I like to think of postpartum work as a buffet! There are many services you could offer and it all depends on your skills and how the mother is feeling on that day. Each and every visit is tailored to her needs in that exact moment. I find this degree of flexibility means you can be responsive and support mothers on any given day to the best of your ability.



Postpartum Education and Care Professionals support new parents to bond with their baby encouraging them to spend time together. You will facilitate the parents in gaining a deeper understanding of their babies personality and temperament and develop confidence in their unique parenting style.

Postpartum Education and Care Professionals typically provide companionship and emotional support by actively listening, providing a shoulder to cry on or having a cup of tea and a laugh together with the mother.

In order to empower new parents in their choices you may provide evidence based information, and will always make referrals to other professionals where appropriate.

Having a baby is a big transition for everyone and Postpartum Education and Care Professionals also provide support for partners, siblings and extended family during the adjustment period.

You will endeavour to build a community for the new mother by connecting her with classes, groups and other professionals. Families may need support managing visitors, extended family, friends and neighbours including boundaries.

Physical and practical support may include light cleaning and cooking nutritious meals for the whole family, whilst also encouraging the mother to practise self-care and ask for community care

You might not know how to do all of this yet, but that's ok, we can teach you. Chances are you already have amazing things to offer! Everyone is different and when you get clear on your strengths you will attract people who are a great fit for your services.

In my experience though what mothers want most is connection. If you just turn up as you are, and listen without judgement you will have big impact. No need for bells and whistles.

Is there enough demand in my city/town/country?

When I talk to people just starting out in this industry they come up with all sorts of reasons why it won't work for them, and they often contradict each other!

Some people worry that there aren't enough babies born in their small town so it won't work for them.



Whilst other women in big cities might feel that there is already too much competition in their overcrowded industry and so it won't work for them.

Still other women feel anxious that there are no other postpartum professionals in their area so no one has heard of what they do and it won't work for them.

Are you noticing a pattern here?

When you step into your life's work I can guarantee one thing. It will be the biggest journey of personal growth you have ever been on, perhaps aside from motherhood!

You will face all of your deepest fears and doubts.

I believe we all have an inner thermostat that aims to keep us safe and small, and when you reach for your big dreams there can be a little voice inside you that say "what if I fail?" or "what if no one likes me?" or "what if I'm not good enough"?

I can't cook/massage, can I still do this work?

Absolutely! This is just another one of those pesky mental blocks. You have skills and strengths that are a perfect fit for your ideal client. There are million ways to support new families.

You are enough! Don't look over your shoulder and waste time on comparisonitis. Just go be your good self.

Can I make a living from this work?

Yes! I know many women who are making a decent living doing this work. It takes time and determination but it is possible. Here are just a few examples of the careers of some of the women I have trained:

- A dietician in Canada who works with mums in their homes and has also created on an online program supporting people through postnatal depletion.
- Two doulas who have started a "village" of doulas that support families in multiple states in Australia, and sell packet mix meals online.
- A mum who decided to quit her corporate job to become a postpartum doula. She and her family moved out of the city and bought a home in the country for a slower-paced life.

I personally got my first postpartum client just 2 weeks after starting my business. She paid me \$2000 and I have since sold many premium postnatal programs for up to \$5000.

Today, more than ten years later, I earn enough money working part time that we've been able to travel with our children for six months, buy our first home and volunteer in our local community.

It takes time, and plenty of failures along the way, but I know you can do it, because many other people have too.

Listen to more stories of real-life postpartum doulas on my podcast [here](#).

What's included in your packages?



I get asked this all the time, but it is entirely the wrong question, for two reasons.

Firstly, your package will be as unique as you are! You have different skills and strengths to me, and should work with what you have.

But most of all, selling premium packages (or getting clients at all!) is a matter of working on your marketing skills, selling skills and your money blocks. You can't sell the best value package in the world if you aren't comfortable with selling.

Once you have solid marketing and sales skills and have worked through some money blocks then I suggest you create a package based on your skills and strengths including some or all of the following elements: private in-home postnatal support, group support, online support, education, digital resources and gifts.

Lucky for you I absolutely love teaching business and marketing skills, so stay tuned!



How do I get my first client?

There are three secrets to my success that have served me well. I hope they can help you too!

The first is having coaches and mentors, I've always latched myself on to people who are a few steps ahead of me and learned everything I can from them. I always reach out to other people for help when I don't know what to do. Every time I've taken my work to the next level I haven't done it alone!

The second is investing in learning business skills. There are many women with their heart in the right place, and all the postpartum skills they need, who never get a client because they don't know how to run a business. I've always invested time and money in business and money skills as well and it pays off in spades.

And the third secret to my success is surrounding myself with like-minded, positive women. It's the difference between struggling alone and building a thriving business with women that you love. It's the shift from feeling overwhelmed and isolated to enjoying an atmosphere of inspiration, celebration and success.

These things have been so pivotal to my success that I incorporate all three elements in my [training](#).

How do I differentiate myself from a cleaner or babysitter?

Postpartum is undervalued and misunderstood in our culture, but the key to change is YOU.

When you start to value your work other people will start to value your work too. When you feel confident about the transformation you can facilitate and put yourself out there as a competent and capable professional it makes a HUGE difference to the public perception of your work.

One of the most important things you can do to differentiate yourself from cleaners and babysitters is to differentiate your pricing. Many cleaners and nannies charge \$20 - \$40 an hour, so if you are charging around that price point people will expect you to do the same tasks. When you charge \$80 - \$150 an hour people will realise the work you do is more skilled and more transformational, and they won't be wasting their money asking you to mop the floors.

Of course sometimes what your client needs most to bring her peace and joy might be some help with housework, so you can fold washing together whilst you talk about boundaries with her in-laws or how to support the transition for her older child.



You can stack the dishwasher and wipe down the benches after cooking a delicious and nourishing postpartum meal.

But the deeper work is what she is investing the big dollars in.

I'm an introvert, will this career work for me?

You are in good company! As an introvert you need strong boundaries.

One of my blanket rules is that I don't go to baby showers or first birthday parties. I also never give out my phone number publicly.

As I got busier I also had to have a boundary that I only do one client home visit in a day. At times where I was very busy and saw two clients in one day I felt my energy was drained and I didn't give my best service. I learned to book my clients in a day or two later, even if it meant they had to wait, so that I could recharge between visits and give them my best support.

Now I work only online which suits me as I rarely have to leave the house for work! So that is an option for you too.

Your boundaries might look completely different. When it's your business you are the boss, so create a job that works to your strengths.

I haven't had babies myself, is it too early to get started?

I believe that postpartum support is not just a job, it's a vocation. You may feel a deep calling to work in this area before you have a baby yourself, like I did. Or maybe you can't or won't ever have children and that is part of the reason you want to work in this field.

Actually many women choose to give birth with male obstetricians who have no physical experience of giving birth. They choose someone they trust and connect with, someone with the right skills and reputation.

But I don't know enough stuff!!! How can I help Newborn Mothers?

Newborn Mothers are overwhelmed by information and advice. Your work is not to add to the experts frenzy, but to elevate mothers ABOVE it. Whilst you will provide resources based on scientific evidence, like fact sheets or hotlines, as well as referrals to appropriate professionals, you don't need to memorise or share vast amounts of information.



Instead you will provide physical and practical support, listen without judgement and build a village around the new family.

And the good news is, you don't need to know all the answers to give your clients that gift.

Why do I need to know about breastfeeding, sleep and mental health?

The World Health Organisation recognises that the postnatal period is a critical phase in the lives of mothers and newborn babies. Yet, this is the most neglected period for the provision of quality care.

In my experience, even within the field of postpartum care, basic breastfeeding, sleep and mental health knowledge is lacking. New parents get bad, confusing or conflicting information. Advice is often not based on scientific evidence. It's hardly surprising that so many families feel overwhelmed!

Information is siloed so that advice given to new families about sleep sabotages their breastfeeding goals, and the person supporting a mother to breastfeed might not understand her mental health needs, and so on.

Therefore understanding how normal breastfeeding, sleep and mental health work together is an essential element of integrated postpartum care.

You'll learn this foundational knowledge and more inside [Newborn Mothers Postpartum Education and Care Professional Training](#).

What books should I read to get inspired?

One of my favourite motherhood book is called *What Mothers Do - Especially When it Looks Like Nothing* by Naomi Stadlen.

I've also written two books which you can learn more about [here](#). One of them is an Ayurvedic postpartum recipe book, and the other spent some time at number three on the Amazon Australia bestseller list right next to Michelle Obama and the Barefoot Investor!

You can download the first chapters of my books free [here](#).

If you love reading as much as I do you can get a comprehensive reading list inside [Newborn Mothers Postpartum Education and Care Professional Training](#).

Your next step!

If you are ready to take the next step in your postpartum career please consider training as a Postpartum Education and Care Professional, an integrated training to support mothers and birth givers to thrive postpartum.

Through this training, you will be able to:

- Provide practical and emotional support during the postpartum transformation
- Educate people on the evolutionary strengths of Baby Brain, alloparenting and village building
- Develop an integrated knowledge around sleep, breastfeeding and mental health, and how they impact one another
- Establish your career and earn a living wage (*cause it's not feminism if women don't get paid*)
- Contribute to the global postpartum renaissance through cultural and systemic change

And more! Learn more [here](#).

Got more questions? Did I miss something? Just ask julia@newbornmothers.com

