



# 7

MYTHS THAT ARE KEEPING YOU FROM  
TAKING YOUR BIRTH BUSINESS FROM

*Pro Bone to Profit*





I'm Amelia Protiva, certified doula, entrepreneur, creative, birth business mentor, and a wife and mom to a busy toddler. I'm on a mission to empower doulas and birth business owners to follow their passion and grow their profit. Obsessed with good coffee, spontaneous road trips, and intentional minimalism, I'm on a mission to make big, positive changes in birth outcomes by supporting you as you support the birthing people in your community.

**Let's connect!**

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WE'VE ALL BEEN THERE...

Buying into things  
that just *aren't true*.





"You're too young,  
or inexperienced,  
or not a parent, or....  
[you fill in the blank]."





# Myth 1 Workshop:

Let's work through a response to your scariest objections.

***"How many births have you attended?"***

**1. Identify why this seems scary.** Potentially it leaves you feeling "less than" or inadequate.

Hello, imposter syndrome.

**2. Ok, let's workshop this response. Use the sandwiching technique if it's helpful.**

*"I'm a parent of 2 and was present for their births." (humor)*

*"In the last 6 months I've attended 4 births as a doula."*

*"I do only accept 2 births per month to insure that I can be my best."*

**Remember to place an emphasis on trust and confidence in yourself and your offering.**





Q

You have to accept  
and work with every  
client who inquires.



## *Myth 2 Workshop:*

As you meet your colleagues and get to know them, learn more about their ideal clients.  
Make notes in your contacts on your phone if this is helpful.

*Ask yourself:*

**Do my personal ideals and biases affect my ability to make a positive impact with this client?**

**Remember: Letting a "good" client go can make space for your "best" client.**





You need big, fancy  
systems to book clients  
and be successful.



# *Myth 3 Workshop:*

What tools are accessible to me now that I can use without breaking the bank?

## **FREE Systems:**

- Google docs for accounting spreadsheets, forms for intake information, etc.
  - SignRequest for contracts (free up to 10 docs)
- Google Business listing for free advertising on your local maps.

## **Low Fee Systems:**

- HoneyBook CRM – \$9/mo. until \$10K
- Square for payments – less than 3% per transaction





You have to have  
completed X number  
of births to charge  
for your work.



## *Myth 4 Workshop:*

Your work is valuable. Your time is valuable.  
Your time away from your life and family should be compensated.

***What it is about this space that makes me undervalue myself?  
Is imposter syndrome playing a part in this?***



You'll never make  
money in birth work.

Q5



# *Myth 5 Workshop:*

What is my relationship with money?

*How has my beliefs that birth work doesn't make money  
Impacted my interactions with my clients?*

**Examine different profit price structures. Non-profit vs. for profit.**





**You have to be  
reaching 10k months  
to be profitable.**



# *Myth 6 Workshop:*

## VISUALIZATION

*What does success mean to me?*

*What does it look like in my life and business?*

*How is that different than the life I'm living now?*

Take this and do some maths based on your current business and living expenses.

What changes in your income would you need to achieve your vision?

Welcome to your profit goal!



You have to be booked  
out to be burnt out.





# *Myth 7 Workshop:*

It's time to combat busy culture.

***Don't let the fact that you haven't reached your goal yet keep you from rest.***

Burnout is a sign that what you're doing isn't sustainable.

## **ASK YOURSELF**

What 3 ways can I carve out time for myself every week? What refills my cup?

What solid boundaries can you set between your work and life?





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FREE 1:1 call link @ my website!