



[m]otherboard
birth preferences made simple

IMPROVING BIRTH
Education, Communication,
and Informed Choice



ABOUT AMY

DOULA - ARTIST - TECH INNOVATOR



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[M]OTHERBOARD AGENDA

READY... SET...

- ★ Planning your course
- ★ Helpful hardware
- ★ Monetizing your website
- ★ Processing payment

GO!

- ★ Day-Of Tips
- ★ Running your class
- ★ Visuals
- ★ Transitions
- ★ Recording
- ★ Editing
- ★ Post-Class

GROW ↗

- ★ Landing pages
- ★ Marketing funnels
- ★ Email marketing
- ★ Helpful Software



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Deep breaths...



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RESTRICTION = INNOVATION

- ★ What new ways can you serve families?
- ★ How can you grow as an educator?
- ★ How can you build new connections?



PLANNING YOUR COURSE

- ★ Virtual?
- ★ Pre-recorded?
- ★ Both?

VIRTUAL

- Get engagement from live participants
- Spontaneous class
- Personalized attention

PRE-RECORDED

- Can watch anytime
- No scheduling
- More polished
- Passive, recurring revenue



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PLANNING YOUR COURSE

BIRD'S EYE VIEW

- ▶ Make an outline
(Or use our template!)
 - ▶ List your content
 - ▶ What do you have?
 - ▶ What do you need?
 - ▶ What can you display on your computer?
- ▶ Where does it live?
 - YouTube
 - Slideshow
 - Website
 - PDF
 - DVD



AVOIDING JITTERS

- ★ *Know your content front to back.*
- ★ *Practice with a friend.*
- ★ *Test your hardware and software.*

Pre-Recorded Class -

- ★ *Write a script, then practice, practice, practice until it becomes conversational.*



CONTENT TIP:

It's easier to run a class if your content is mostly in one place so you're not having to flip back and forth between applications.



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DEMO



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OUR CONTENT

**DIVERSE +
INCLUSIVE**

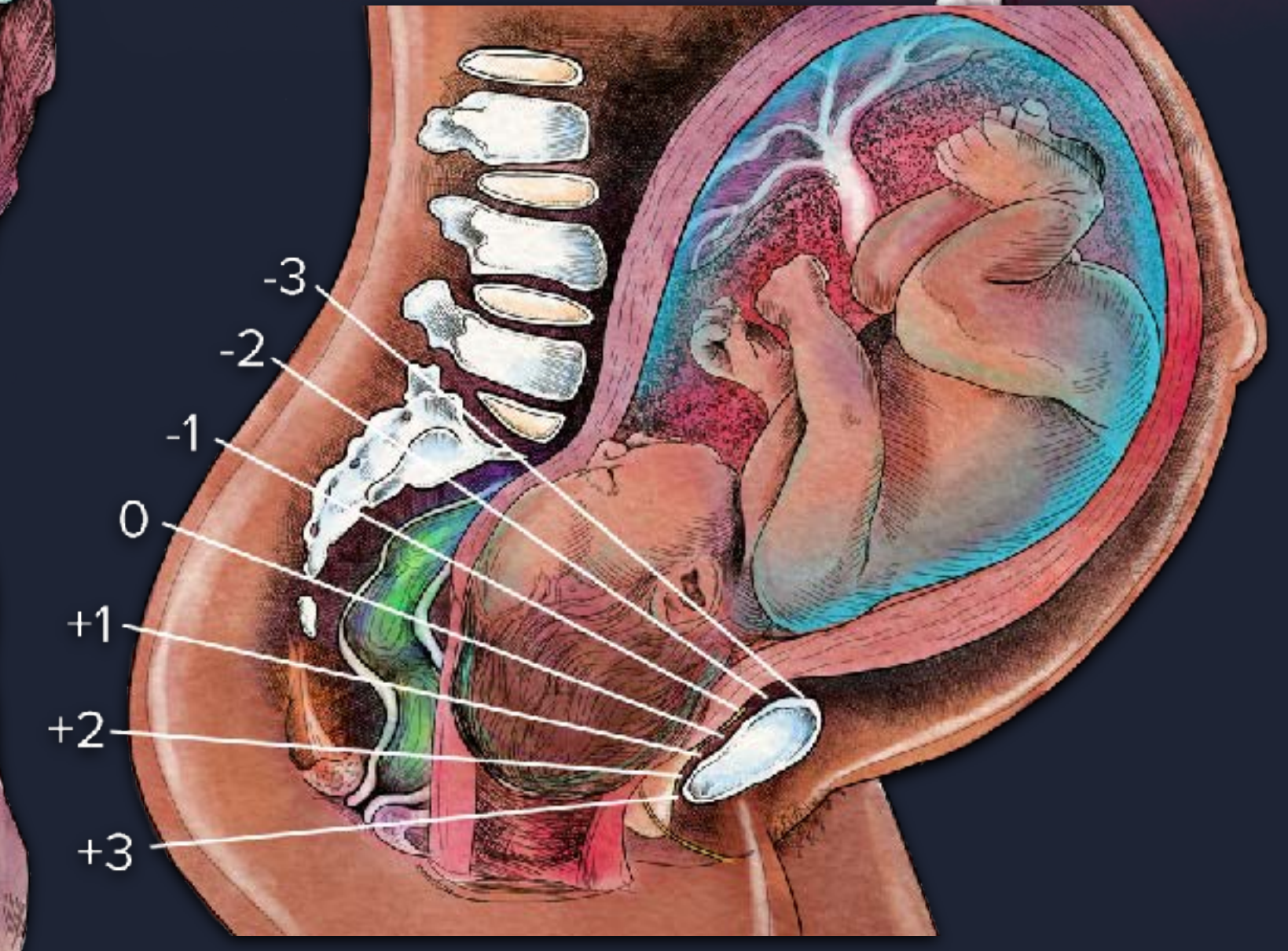
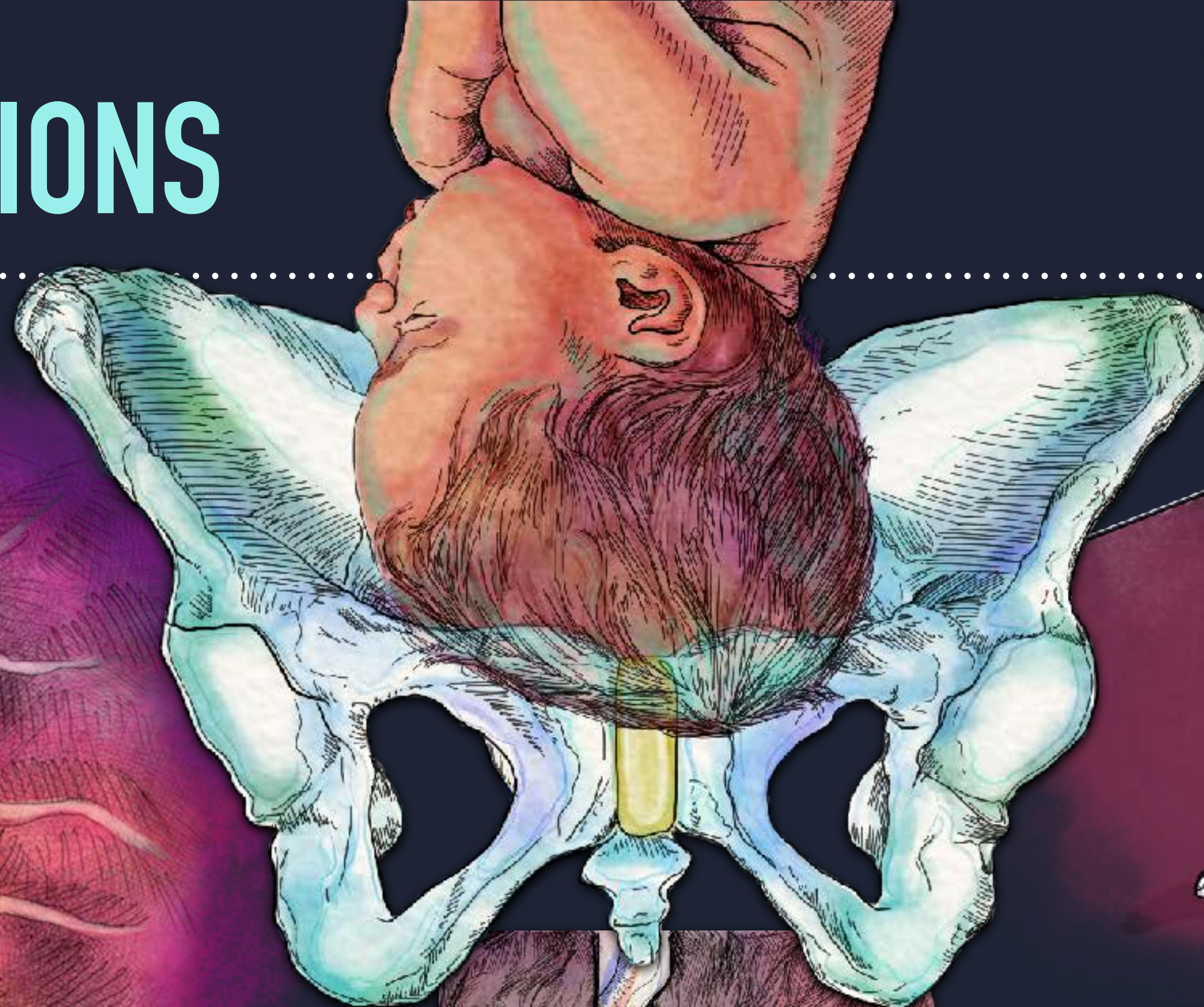
**EVIDENCE-
BASED**

**TRAUMA
INFORMED**



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BEAUTIFUL ILLUSTRATIONS



EDUCATOR PORTAL MODULE COMPONENTS

EDUCATOR GUIDE

The cover features a green header with a wrench and screwdriver icon. Below the title, there is an 'OVERVIEW' section, a 'CHECKLIST' section with a magnifying glass icon, and a 'TRAUMA-INFORMED EDUCATION' section. The [m]otherboard logo and website are at the bottom.

PARENT HANDOUT

The infographic is titled 'COPING WITH LABOR birth toolkit' and features a central illustration of a pregnant woman. It lists various coping strategies categorized by sense:

- SIGHT:** Eye contact, Affirmation flags, Vision board, Look at things from home, Pictures of other children/ultrasound, Picture waves breathing, Picture a flower opening, Visualize your cervix melting away, Visualize your baby moving down.
- TASTE:** Stay hydrated and fed, Simple foods that are easy to digest, Complex carbohydrates - Oats, brown rice, potatoes, quinoa, cereal, Vitamin B - Fruit, eggs, cheese, bread, chicken, yogurt, Energy foods - Honey, juice, Nausea - Ginger ale, broth, bananas, spearmint, Lip Balm if lips are dry.
- SMELL:** Aromatherapy, Spearmint for nausea, Fresh breath for everyone, Take unpleasant smells away as soon as you can, Consider bringing a diffuser for smells.
- HEAR:** Make low sounds during contractions, Music playlist (upbeat, mellow, etc.), Nature sounds, Encouragement, White noise, May prefer quiet, Limit chatter and interruptions (especially during a contraction).
- TOUCH:** Hot/Cold compresses (Never during epidural!), Massage - Always ask first! Light, firm, circular, grounding pressure, Counter-pressure, Water therapy - Bath, shower, Rebozo, TENs units, Acupressure points.
- OVERALL:** Empty bladder often, Sleep when you can, especially in early labor, Change positions often - Active, rest, asymmetrical positions, use birth ball, Movement - Dance, sway, stairs, lunges, hip circles, rock, Belly lift and tuck, Your Breath - Breathe into tension, awareness of breath, slow bearing.

CLASSROOM SLIDESHOWS

The first slide, 'PARTNERS The Little Things...', includes tips such as 'Fresh breath', 'Bring water everywhere', 'Empty bladder often', 'Peppermint and pressure points for nausea', and 'Lip balm'. The second slide, 'MENTAL / EMOTIONAL Fear/Tension/Pain', features a diagram with arrows pointing to 'FEAR', 'PAIN', and 'TENSION' over an image of a couple in a hospital bed.

Video as well!

USING THE PORTAL

YOUR ACCOUNT

YOUR LISTING

BUY APP CODES

EDUCATOR PORTAL

HOW TO USE

- JUMP TO EDUCATOR TOPICS -

BUY APP CODES

PREGNANCY

LABOR

BIRTH

POSTPARTUM

HANDOUTS

PRO TIP Hit Command+F (Mac) and CTRL+F (PC) to search modules more easily.

DOWNLOAD PRESS KIT



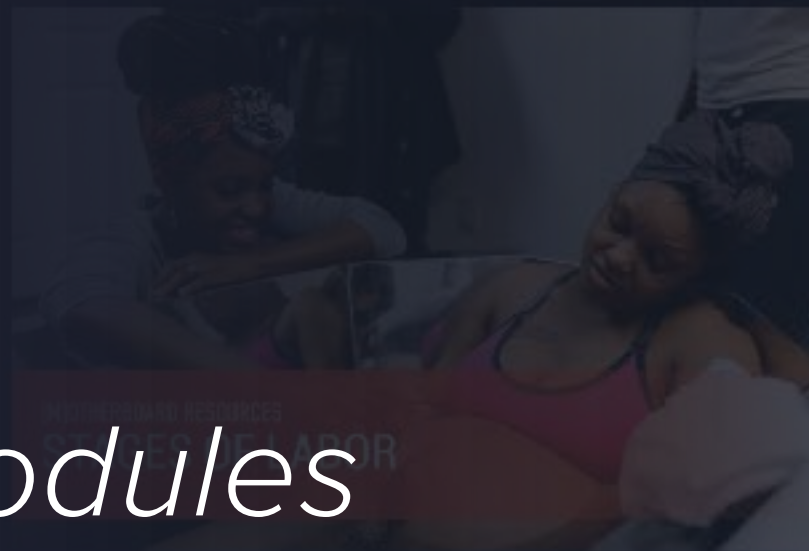
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- ★ *Read the Educator Guide*
- ★ *Get to know the Slideshows inside and out*
- ★ *Download the Parent Handouts*

USING THE PORTAL TOP

LABOR

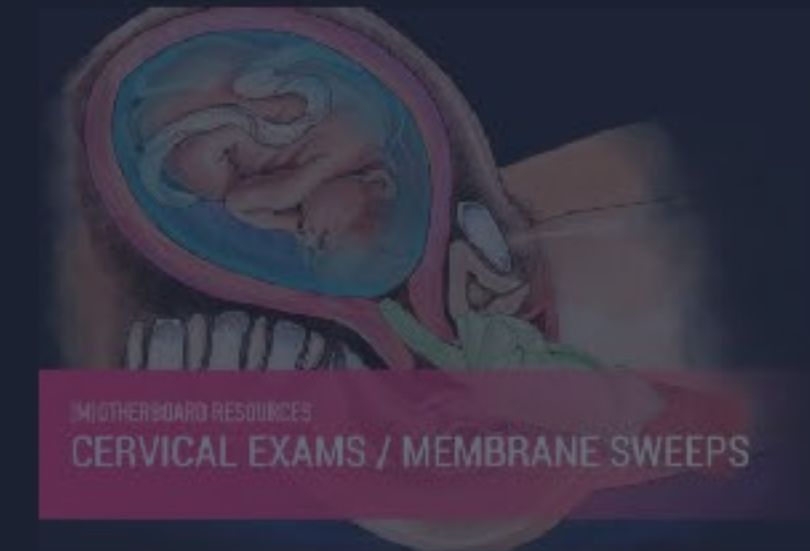
- ★ *Plan the order of your modules*
- ★ *Queue up any additional content you've created*
- ★ *Integrate the Parent App during and in-between classes*



Stages of Labor



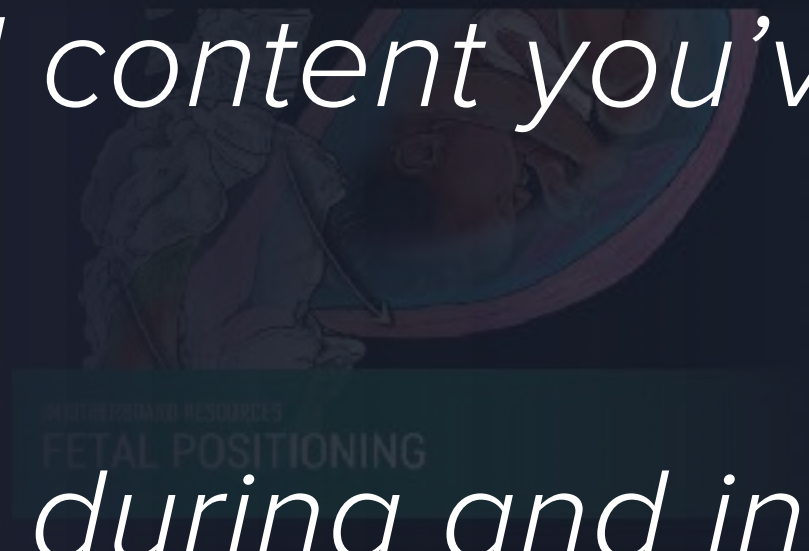
Comfort Measures



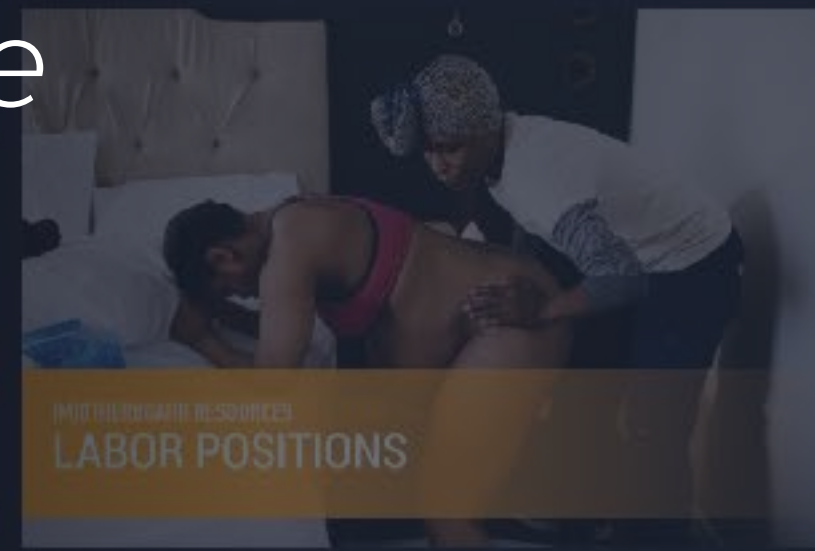
Cervical Exams



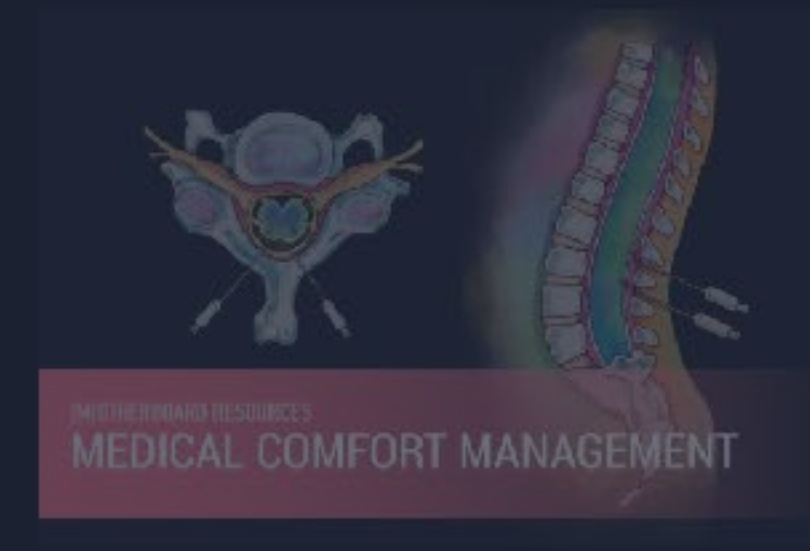
Induction



Fetal Positioning



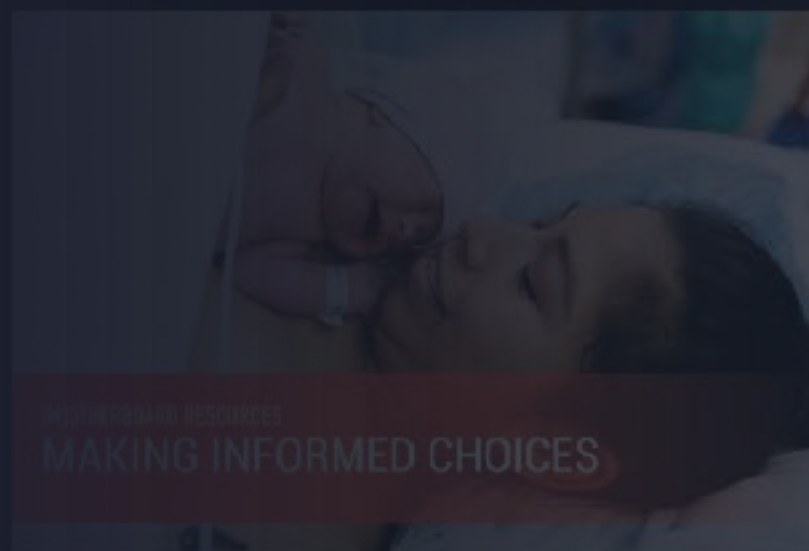
Labor Positions



Medical Comfort/Pain Management



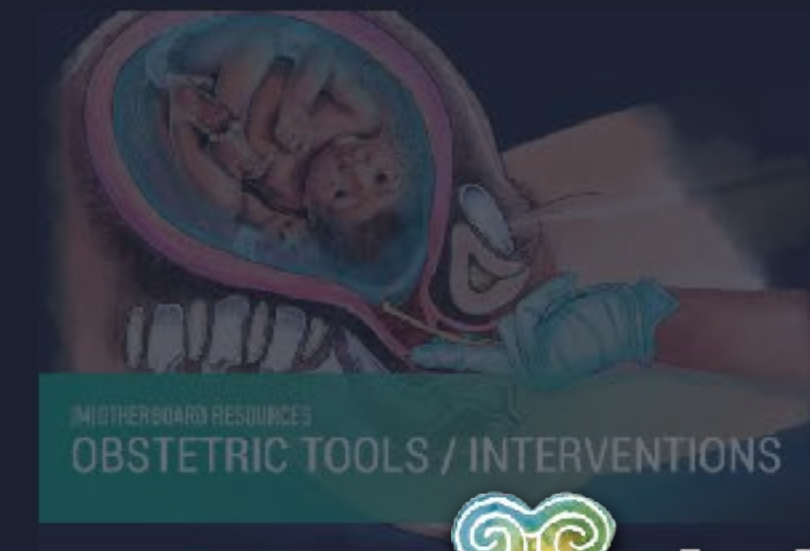
VBAC



Making Informed Choices



Fetal Monitoring



Obstetric



1

RESEARCH OPTIONS

2

INVITE TEAM

3

EXPORT AND SHARE

PREVIOUS TOPIC **Next Topic**

GBS+ and Antibiotics

Dig Deeper

GBS+ FAQ

What is GBS?
Group B Streptococcus (or GBS) is a bacteria that lives in the intestines, rectum, and sometimes vagina. People can sometimes be "colonized" with GBS without having any symptoms, it's a transient bacteria (which means sometimes you have it, sometimes you don't). Occasionally GBS can cause urinary tract infections (UTIs). Being colonized does not necessarily mean you have an active infection or will develop one.

How do you test for GBS?
A swab around the vaginal and rectal area is sent to a lab and cultured to determine if GBS is present. If you tested negative at 35/37 weeks you have a 91% chance of still being negative at birth and a 9% chance of becoming positive. If you test positive you have an 84% chance of being positive at birth and a 16% chance of becoming negative. [Adapted from Evidence Based Birth @ - GBS](#)

What does GBS mean for my baby?
Just because GBS is present does not mean your baby will become infected. Most healthy, full

Options

Select a board to choose options for:
Jude's Birth

- GBS+ - Give Antibiotics
- GBS+ - Avoid Antibiotics
- Skip This Option

Gallery

motherboard BIRTH PREFERENCES

BENJAMIN DAD | **ALEXANDRIA** MOM | **CHARLOTTE** DOULA

LABOR

- LIMIT VAGINAL EXAMS
- INTERMITTENT MONITORING
- EAT AND DRINK FREELY
- SALINE LOCK PREFERRED
- FREEDOM OF MOVEMENT

BIRTH

- WAIT FOR URGE TO PUSH
- BIRTH IN ANY POSITION
- IMMEDIATE SKIN-TO-SKIN
- DELAYED CORD CLAMPING
- NO SUCTIONING UNLESS RESUSCITATED

POSTPARTUM

- BREASTFEEDING ASAP
- LIMIT INTERRUPTIONS
- ROOM-IN
- NO CIRCUMCISION
- DELAY BATHING

MEDICATIONS

- NO HEP B
- NO EYE OINTMENT
- YES VITAMIN K

Jude's Birth DOWNLOAD SHARE

Labor 5 of 5 · VIEW TOPICS

- Limit Vaginal Exams
- Nitrous
- Freedom Of Movement
- Intermittent Monitoring
- Induction Avoided

Team

- Amy Haderer MOTHER
- Paul Fisher PARTNER REMOVE
- Geneva Montana DOULA REMOVE
- + Add



BONUS IDEA

- ★ Concierge Service:
Help families build their [M]otherboard
- ★ During Births:
Pull up the Portal to explain tools and procedures



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HELPFUL HARDWARE LIGHTS

- ★ Avoid backlighting
- ★ Avoid harsh or directional light
- ★ Natural light is best (overhead lighting is usually very yellow)
- ★ Consider getting a ring light



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HELPFUL HARDWARE CAMERA

- ★ Consider buying a webcam (inexpensive ones run \$50-80)
- ★ Can record using your laptop's camera, make sure it's clean and dust-free
- ★ Phone camera - Buy a small tripod



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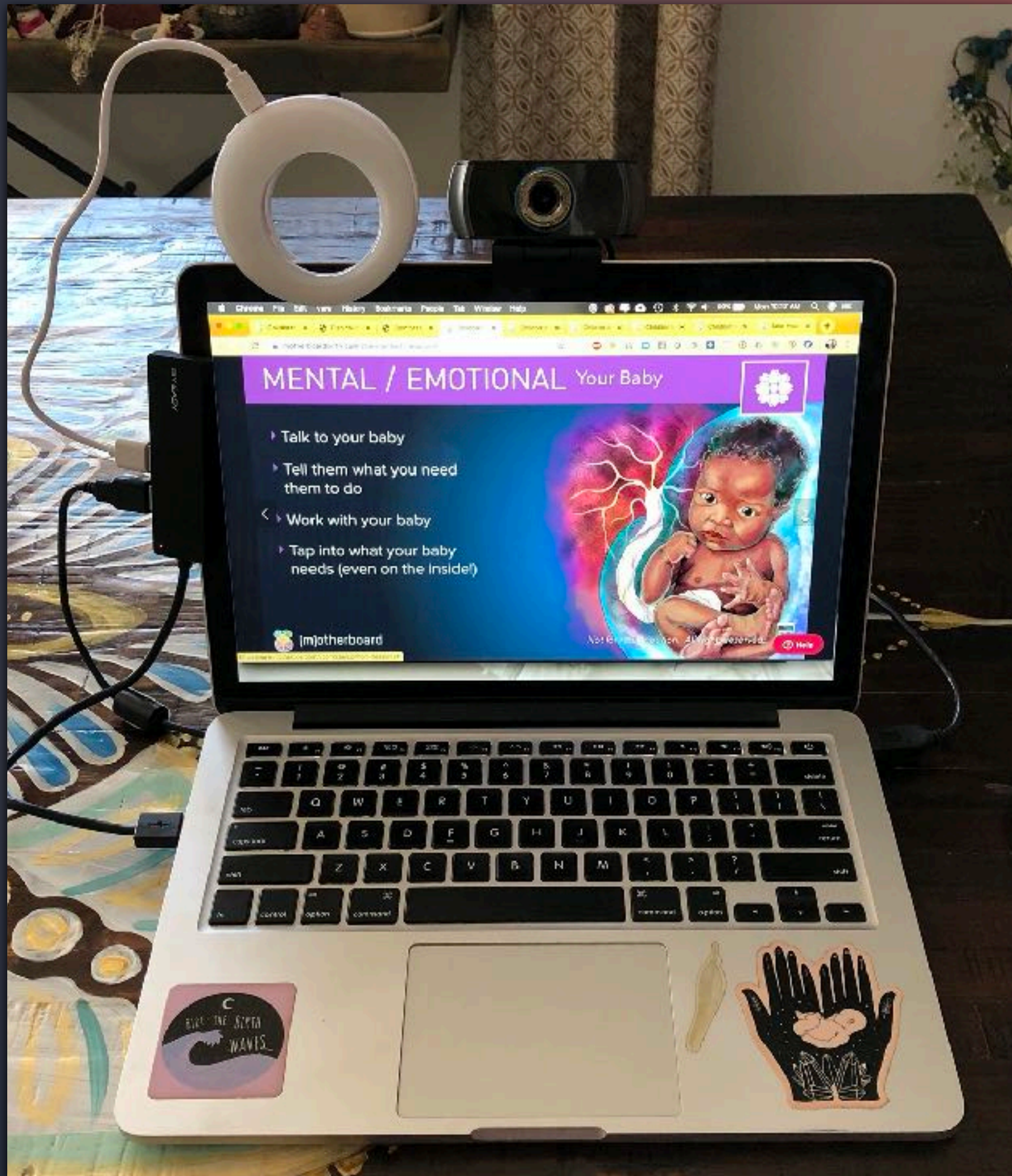
HELPFUL HARDWARE MICROPHONE

- ★ Many webcams have microphones
- ★ Computer mic may be fine
- ★ Live classes - Plugging in a lapel mic may kill your audio so you can't hear students.
- ★ Can also plug lapel mic into phone and record audio separately, but adds complexity



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HELPFUL HARDWARE MY SETUP



- ★ Additional USB Ports
- ★ Clip-on Ring Light
- ★ Webcam



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LIGHTS... CAMERA... ACTION!



TIPS FOR THE
BIG DAY!



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TIP 1: SEND REMINDERS

EMAILS:

- *1 Day Before*
- *1 Hour Before*
- *Time-Of*
- *Send any handouts/
homework beforehand*



TIP 2: SET THE SCENE

Limit auditory noise.

Scan background for clutter.

Turn off apps and notifications.

*Put phone/computer on
“Do Not Disturb.”*



TIP 3: CHEAT SHEETS

Sticky notes next to your screen.

*Do/Bring checklists from the
[M]otherboard Portal.*

*Icebreakers, transitions,
homework etc.*

Have water and visuals handy.



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TIP 4: QUEUE UP CONTENT

Open slideshows, queue web content in tabs (in order!).

Know when to switch applications.

Make sure recording is turned on for replay!



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TIP 5: SMOOTH TRANSITIONS

LIVE CLASSES:

Put meeting in Speaker Mode.

Ask a question to answer in chat.

Have them write in a journal, talk to a partner, etc.



TIP 6: SMOOTH TRANSITIONS

PRE-RECORDED CLASSES:

Break up your videos/content with a task like journal, research, add an option to their [M]otherboard etc.

Consider staggering content.



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TIP 7: PRE-RECORDED CLASSES

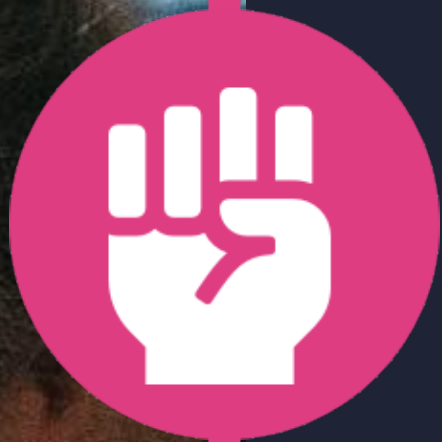
Make sure recording is turned on!

Check audio and equipment first.

If you mess up, keep going, you can cut it out later.

Warm up, get in the flow!





AFTER CLASS

- ★ Send email followup
- ★ Post a replay
- ★ Give homework
- ★ Connect them with the Parent App



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HELPFUL SOFTWARE

```
    for (i in e)
      if (r = t.apply(e[i], n), r === !1) break
  } else if (a) {
    for (; o > i; i++)
      if (r = t.call(e[i], i, e[i]), r === !1) break
  } else
    for (i in e)
      if (r = t.call(e[i], i, e[i]), r === !1) break;
  return e
},
trim: b && !b.call("\uffeff\u00a0") ? function(e) {
  return null == e ? "" : b.call(e)
} : function(e) {
  return null == e ? "" : (e + "").replace(C, "")
},
makeArray: function(e, t) {
  var n = t || [];
  return null == e ? [] : (typeof e ? [e] : e).concat(n)
},

```

** Not paid by or affiliated with any software, we just use what works.*



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HELPFUL SOFTWARE ZOOM



- ★ Most stable platform
- ★ Options for multiple people on a meeting
- ★ Annotation
- ★ Share files
- ★ Chat



HELPFUL SOFTWARE ZOOM



SETTINGS LEFT TO RIGHT

- ★ Your sound settings
- ★ Your video settings
- ★ Invite via link
- ★ Manage participants in meeting
- ★ Polls - Ask students a question!
- ★ Share - Screen, media etc.
- ★ Chat box with attendees
- ★ Record on/off
- ★ “More” - Integrate with Facebook and Youtube



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HELPFUL SOFTWARE CALENDLY

- ★ Scheduling app
- ★ Integrates with your calendar, checks for conflicts
- ★ Embeds in website
- ★ Process payment
- ★ For prenatals and one-on-one classes

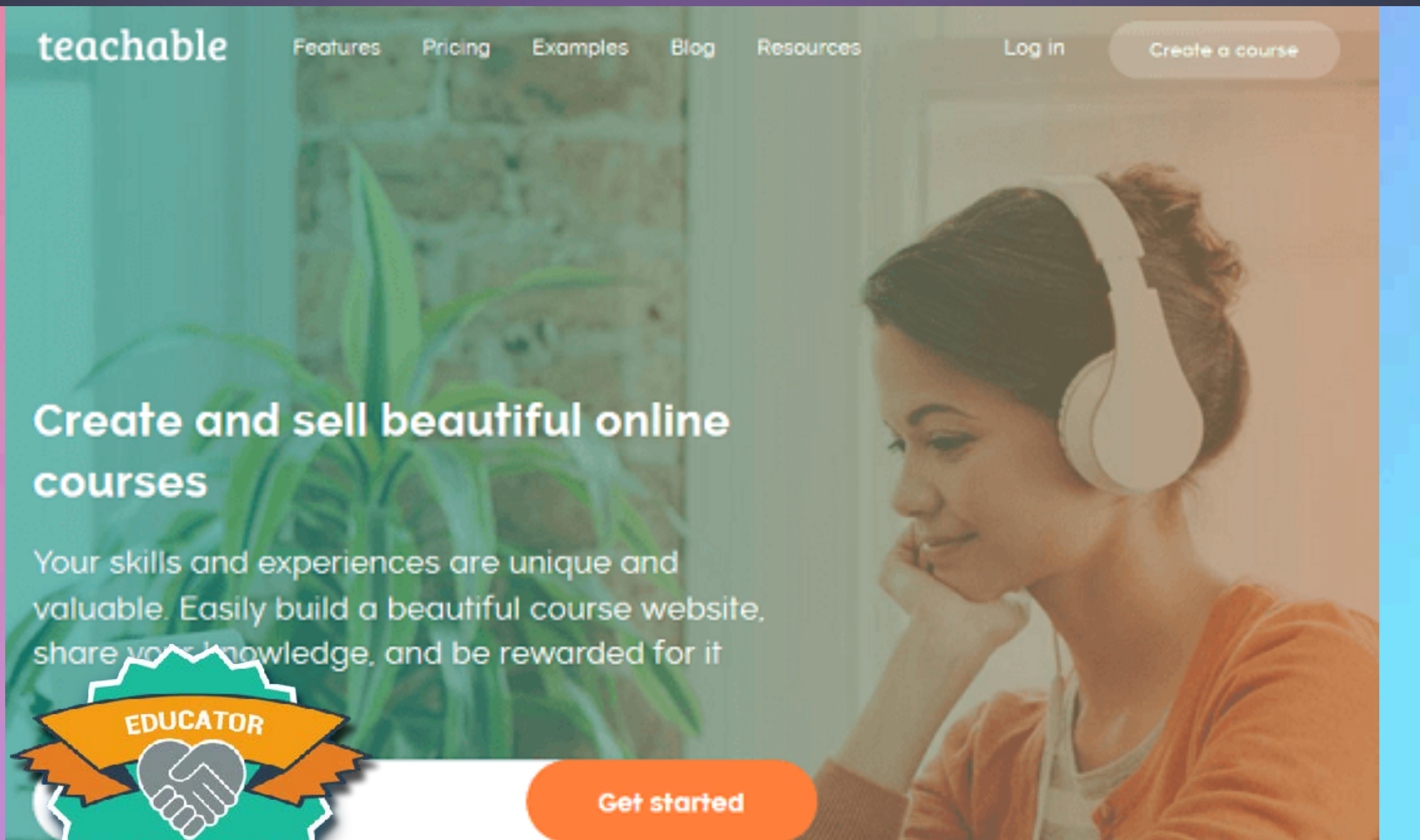
The screenshot displays the Calendly user interface for Amy Haderer. At the top, there is a navigation bar with 'Home', 'Integrations', 'Help', and 'Account'. Below this, the user's profile 'Amy Haderer' is shown with a 'New Team' button. The main area is titled 'My Calendly' and shows a list of event types under 'Scheduled Events'. The events listed are:

- Virtual Prenatal Consult**: 1 hr, One-on-One. Link: /virtual-prenatal-co...
- Frontier Pilot**: 30 mins, One-on-One. Link: /frontier-pilot
- Doula Interview**: 1 hr 30 mins, One-on-One. Link: /doula-interview
- 15 Minute Meeting**: 15 mins, One on One
- 30 Minute Meeting**: 30 mins, One on One

Each event card includes a 'Copy Link' button and a settings gear icon.



HELPFUL SOFTWARE TEACHING PLATFORMS



- ★ Thinkific - \$0-49/month
- ★ Teachable - \$1-79/month
- ★ Kajabi - \$119/month
- ★ LearnDash -
Wordpress - \$13.25/month
- ★ Podia - \$39/month

HELPFUL SOFTWARE MEMBERSPACE

Overlays on your website, locks up pages/content - \$25/month

CREATE A MEMBERSHIP

site in Squarespace

WITH MEMBERSPACE

- ★ Squarespace
- ★ Wordpress
- ★ Wix
- ★ Weebly
- ★ Webflow
- ★ Duda



CURATE YOUR CLASSES BUILD YOUR EMPIRE

MEMBERSPACE

Totally branded

Hosted on your site

Look and feel what you want it to be

Lock up any type of content:

Video

Downloads

Files

Consults

Pages



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NEXT LEVEL IDEA

- ★ Portal for existing clients
- ★ Portal for the world
- ★ Memberships - 9 months of content, staggered
- ★ One-Time Courses



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HELPFUL SOFTWARE VIDEO EDITING



- ★ Corel VideoStudio - \$52
- ★ Filmora - \$60
- ★ Adobe Premier Pro - \$20/month

Too intimidated? Find a freelancer on Fiverr



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HELPFUL SOFTWARE PAYMENT

stripe



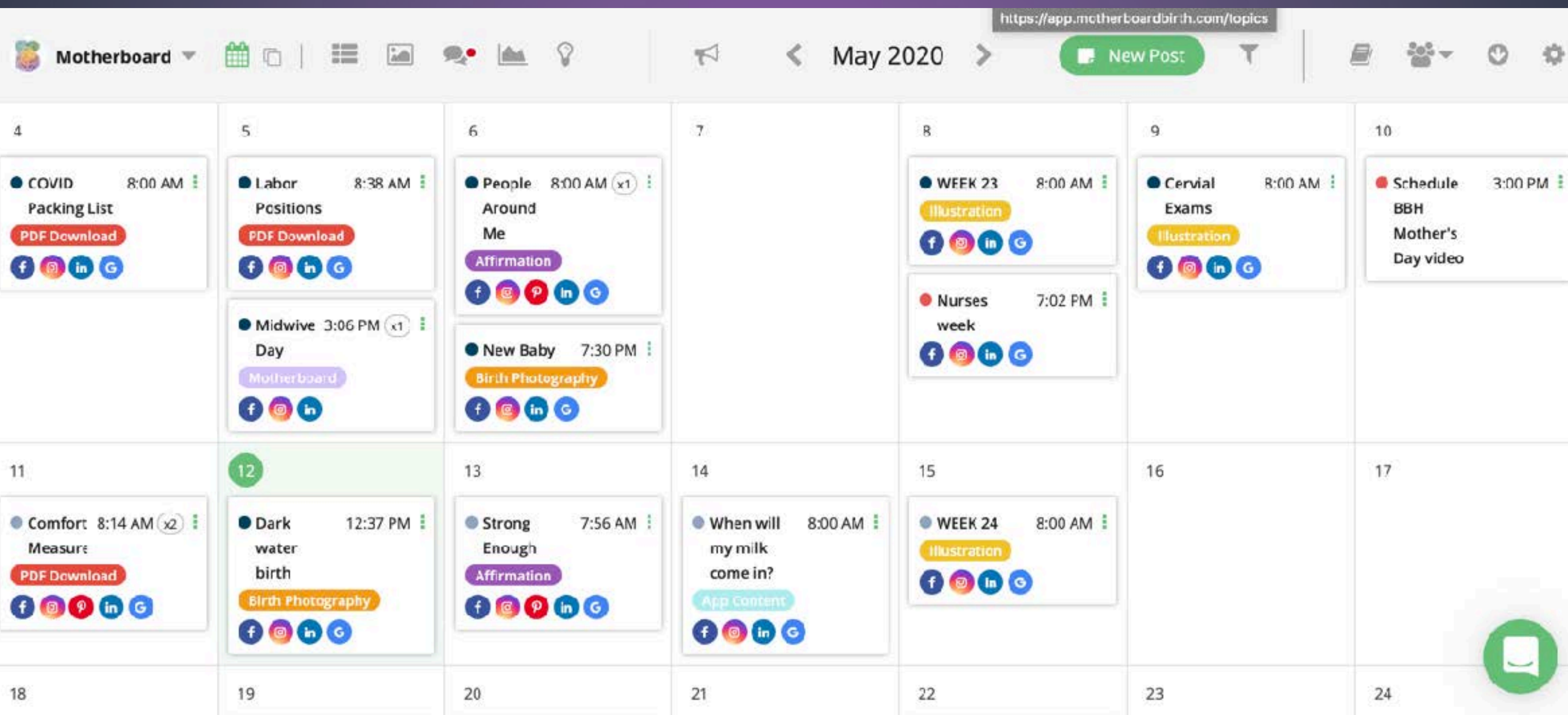
PAYMENTS

- ★ Stripe - Integrates with a lot of other software, can do memberships through MemberSpace, Invoicing, lots of analytics
- ★ PayPal - Easy to use, invoicing



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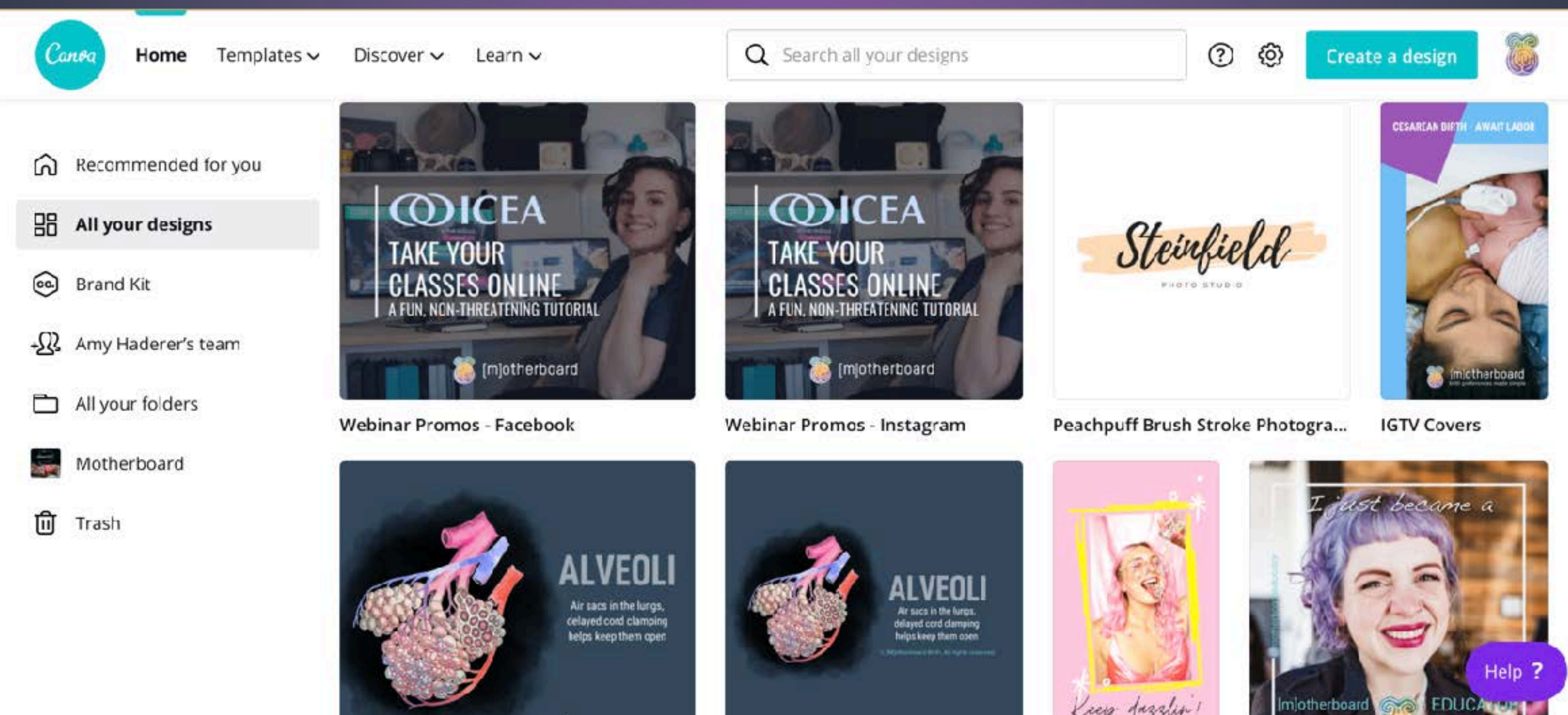
HELPFUL SOFTWARE LOOMLY



- ★ Schedule social posts across platforms
- ★ Tweak content, best time to post, etc. for diff platforms
- ★ Bright and visual
- ★ Native publishing in 2020

HELPFUL SOFTWARE CANVA

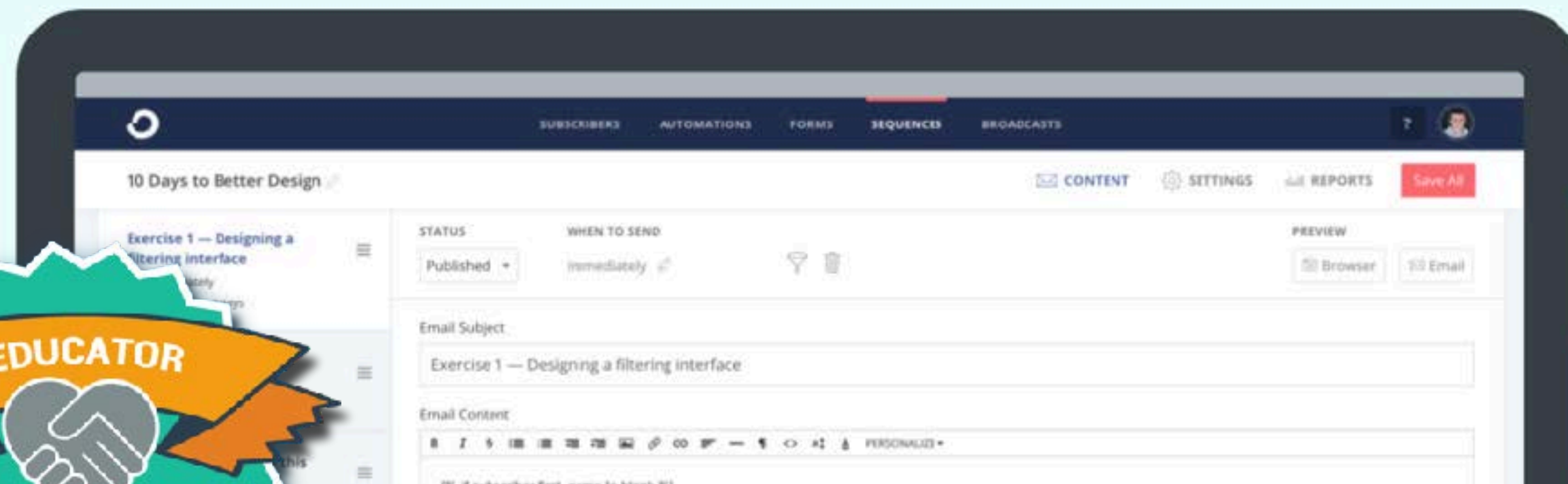
- ★ Beautiful templates
- ★ Add your logo and brand colors
- ★ Makes professional looking design easy
- ★ Collaborate with others
- ★ Share designs
- ★ Slideshows, calendars, any content you want to make!



HELPFUL SOFTWARE CONVERTKIT



Email marketing for creators



- ★ Landing pages
- ★ Email sequences
- ★ Automations
- ★ Triggers based on lead's behavior
- ★ Email marketing is THE way to grow!



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HELPFUL SOFTWARE ZAPIER



- ★ One software to rule them all
- ★ One software to bind them (ok...kidding...)
- ★ Zapier is software that connects software
- ★ Automates things for you



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Deep breaths...



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ACTION ITEMS

- ★ Decide on virtual, pre-recorded, or both
- ★ Make an outline of content to cover *(or use our template!)*
- ★ Decide where it will “live” *(teaching platform or your website)*
- ★ Buy any equipment
- ★ Practice, practice practice
- ★ GET THAT THING OUT THERE!



NEXT STEPS

LOVE OUR MATERIALS?

- ★ Sign up for our Educator Portal
ICEA CODE: "ICEAPORTAL"
- ★ Pick up Parent App memberships

WANT MORE GREAT INFO?

- ★ "Take Your Classes Online"
Deep-Dive Course
ICEA CODE: "ICEAONLINE"



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CBE DEEP DIVE COURSE



- ★ Course Planning Template
- ★ Video Storyboarding Worksheet
- ★ Software links
- ★ Website Design
- ★ Monetizing Your Website
- ★ Scheduling and Filling Classes
- ★ Landing Pages
- ★ Video Editing
- ★ Email Automations and Marketing
- ★ SEO
- ★ Social Media Strategy
- ★ Writing Email Funnels

★ ICEA CODE: "ICEAONLINE"



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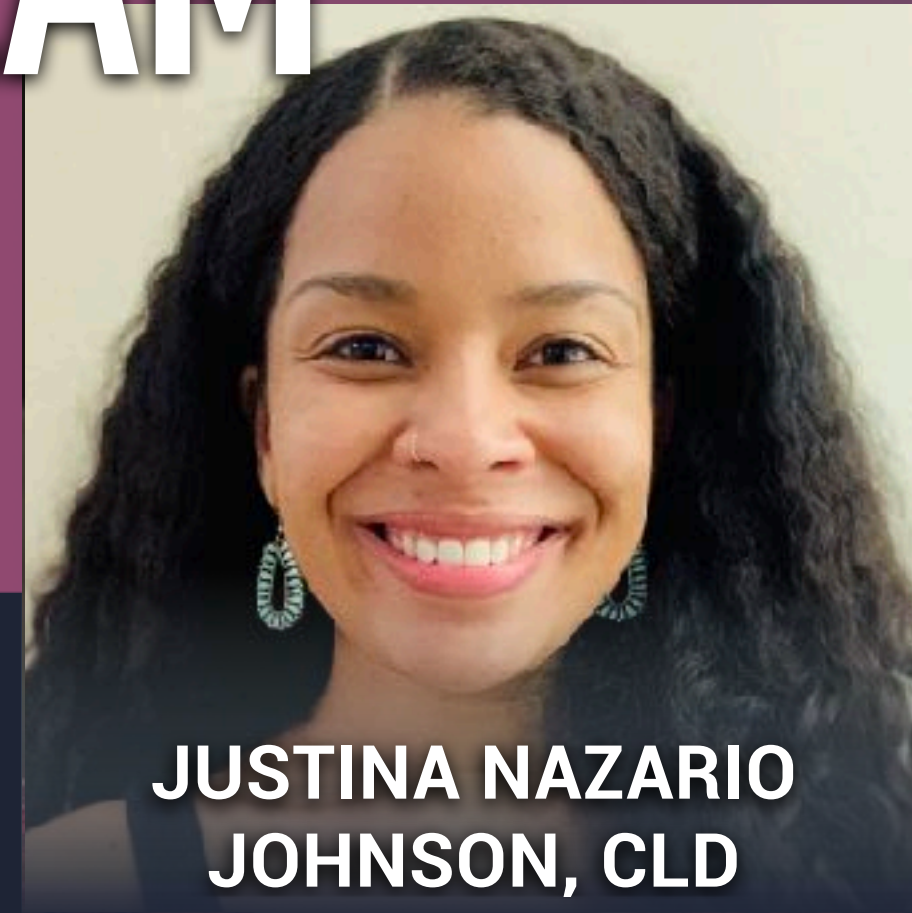
[M]OTHERBOARD TEAM



AMY HADERER, CEO



SARAH BRADBURY, DNP



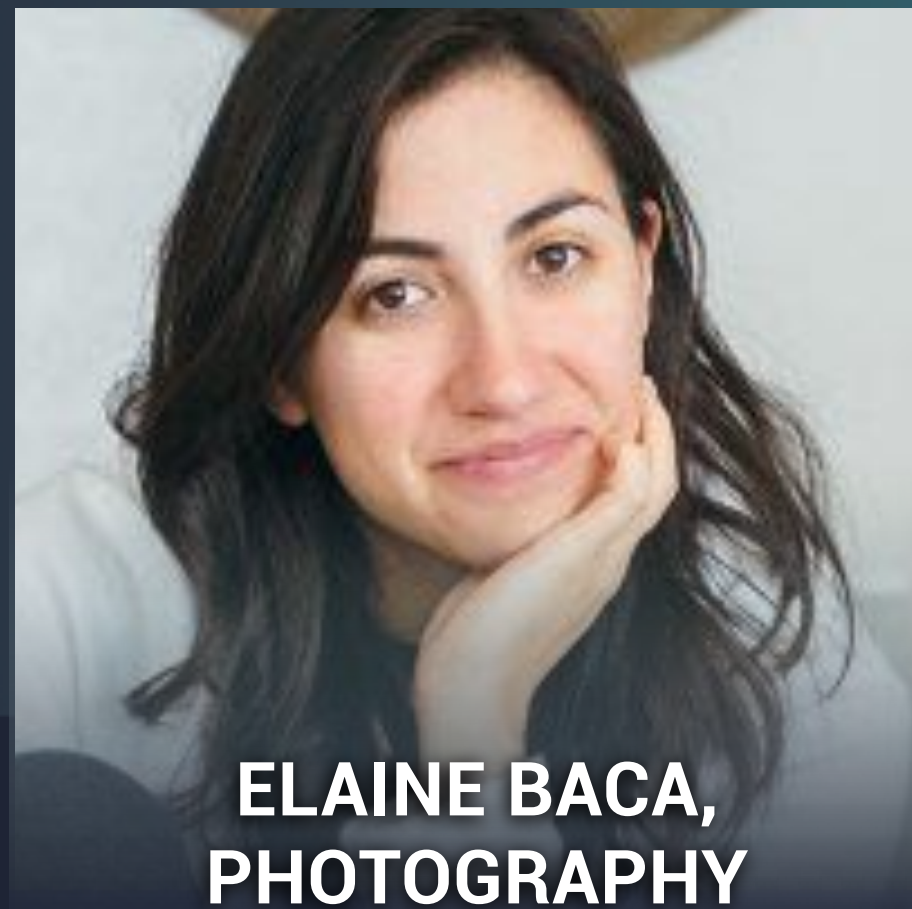
JUSTINA NAZARIO
JOHNSON, CLD



MANDY IRBY, RN +
VIDEO



KIRSTEN FREEMAN,
CHILDBIRTH ED



ELAINE BACA,
PHOTOGRAPHY



SARAH WALBORN, CLD



TYLER JOHNSON, CNM



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Lean. Agile. Innovative.