

Life in Bloom

Postpartum Doula

SERVICE & INFORMATION BOOKLET



WWW.LIFEINBLOOMWELLNESS.CO | 619-723-2725

A close-up photograph of a woman with blonde hair, wearing a white shirt, gently kissing a baby on the forehead. The baby is wearing a white shirt. The scene is intimate and tender. The text 'Table of Contents' is written in a cursive font over the top part of the image.

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Life in Bloom

POSTPARTUM DOULA



Hi! I am Katie, owner of Life in Bloom!

I am a postpartum doula, yoga instructor and mom of 4 who is passionate about health and wellness. As a postpartum doula, my primary role is to support the mom or birthing person. I believe that if a mom is well supported in the early postpartum days, the family can thrive. I take care and pay special attention to mom's healing, rest and nourishment.

Right behind caring for Mom, caring for baby is the second most important role of a postpartum doula. In addition to practical care like diapering, swaddling and feeding, I am happy to give all the extra cuddles and love to your baby.

I will also support your whole family, helping your partner, siblings and even pets, welcome your new family member with ease and understanding.

I look forward to meeting you and your family!

x Katie x

As a doula it is my

MISSION *to*

Empower

Educate

Uplift

Support

&

Advocate

What to Expect



What does a postpartum doula do?

A postpartum doula provides non-judgmental support and guidance to families who have recently given birth. A postpartum doula can support newborn care and feeding as well as the emotional and physical wellbeing of the mother. By creating time and space by doing household chores, light meal preparation, taking care of the newborn and other siblings, a postpartum doula can be key in a mother's rest and recovery.

What does the research say?

Studies show that postpartum doula support can help in many ways including:

- reducing the risk of postpartum mood disorders
- improved success with breastfeeding
- improved self confidence
- improved bonding, attachment, and coping skills

What is my process with new clients?

I love getting to know new people and forming new relationships. I believe it is very important to start the foundation of any relationship with trust and friendship. It is important for the relationship to be a good fit for both of us if we're going to move forward. Our first step is to book an intro call. This is a fantastic time to get your questions answered and get clarity on how a postpartum doula can help you and your partner. This initial conversation can take place in person or over the phone. Once you select a package, I will provide you a contract to sign. A 50% retainer is due at contract signing to reserve your spot on the schedule. Generally, our first postpartum visit is within 1-2 days of your baby's birth/returning home from the hospital.

A photograph of a woman with long brown hair, seen from the side, holding a newborn baby. The woman is wearing a light blue sweater. The baby is wrapped in a white blanket with a floral pattern. The background is a soft, out-of-focus light color. The image is overlaid with a dark green semi-transparent banner at the top and bottom, and several dark green rectangular boxes on the left side containing text.

Topics to Discuss

DURING OUR CONSULTATION

Where did you train?

What is your experience level?

Why did you become a doula?

What do your services include?

What is your fee schedule?

Can you provide references?

How can you support my family?

Do you have a back-up doula?



It is okay to ask for help

Daytime Services



Extended Daytime Support

Many families find that booking an extended contract for 6-12 weeks to be the most beneficial way to access consistent care and have a solid postpartum plan before birth. Our packages offer 1-3 days per week of care. Shifts are 5-hours long.

Parenting a newborn is exhausting and the unexpected may arise! Respite care can be purchased in 10-hour chunks of time.



Daytime Respite Support

Virtual support is an affordable option for families seeking a professional on their postpartum support team, but don't desire in-home care. Group and private virtual support available!



Virtual Support

Investment

Extended Daytime Support

Extended support packages are available for 6 or 12 weeks at 1, 2 or 3 visits per week. A 50% retainer is due at the time of contract signing. Complete pricing details below.

Respite support may be purchased before or after your baby arrives. Respite support costs \$55/hour and can be purchased in 10-hour (2 shifts) windows of time.

Daytime Respite Support

Virtual Support

1:1 virtual support includes 2 30-minute calls per week plus unlimited access to Katie during business hours via text. Cost is \$100/month.

Group virtual support is available by Voxer group chat and costs \$7/month.

Daytime Support Packages

1 visit / week
for 6 weeks
\$1,500

3 visits / week
for 6 weeks
\$4,500

2 visits/week
for 6 weeks
\$3,000

1 visit/week
for 12 weeks
\$2,800

2 visits / week
for 12 weeks
\$5,800

3 visits/week
for 12 weeks
\$8,800



*a \$1,000 retainer is required at contract signing to
reserve your spot on our schedule.*

Overnight SUPPORT



What does overnight support look like?

Overnight support shifts generally start at 9:00 pm and go until 5:00 am. During that time, I will care for the baby's needs as they come up throughout the night and according to our agreed upon night-time plan, which may include bottle feeding, bringing baby to nurse, or a combination of the two.

Will you provide household care?

When possible, and to the best of my ability, I will provide household care until midnight. From midnight - 5:00 am I will rest when the baby rests so that I can provide the best care to baby when awake.

What does overnight support require?

- A private rest space near the baby/with a monitor
- A well communicated night-time plan
- A commitment to safe sleep practices and building strong sleep associations

2 overnights/week
for 6 weeks
\$5,280

2 overnights/week
for 12 weeks
\$10,560

Respite overnight
care
\$500/shift

*a \$1,000 retainer is required to
reserve your spot on our schedule.*

IT WILL TAKE

Some Time

FOR ME TO

Learn

ABOUT MY

Baby



Practical Talk

What will a shift with your care look like?

Each shift will look a little different, based on the needs of your family on that day. Prior to our shift, I will check in to see if there is anything particular you are hoping to accomplish that day - from a few loads of laundry to hanging with baby so you can catch a shower and nap. Here are some additional examples of the day-to-day care I provide:

- meal planning/meal prep following your family's diet and preferences, or following my First 40 Days menu
- light housekeeping - laundry, washing bottle and pump parts, cleanup after meal prep
- infant care - diapering, swaddling, bathing, rocking
- sleep support
- sibling support - activities, walks, preparing snacks and meals
- breastfeeding support
- baby-wearing tips and carrier rental from our lending library
- stress management through breathing exercises, guided meditation and gentle fitness once cleared by your doctor



Recommended

Helpful Resources



Here is a list of some of my favorite resources on childbirth, breastfeeding, and the postpartum period. If you are looking for more information on a specific topic, please let me know!

Birth and Baby University

Content by Anna Rodney, NCS, CPD, owner of Chicago Family Doula's

A variety of downloadable, self-paced courses to prepare for childbirth, postpartum and more. Use my code TRACEY at checkout!

Breastfeeding Made Simple

by Nancy Mohrbacher and Kathleen Kendall-Tackett

If you're looking to get the facts about breastfeeding as well as a whole bunch of practical tips this is a fantastic read.

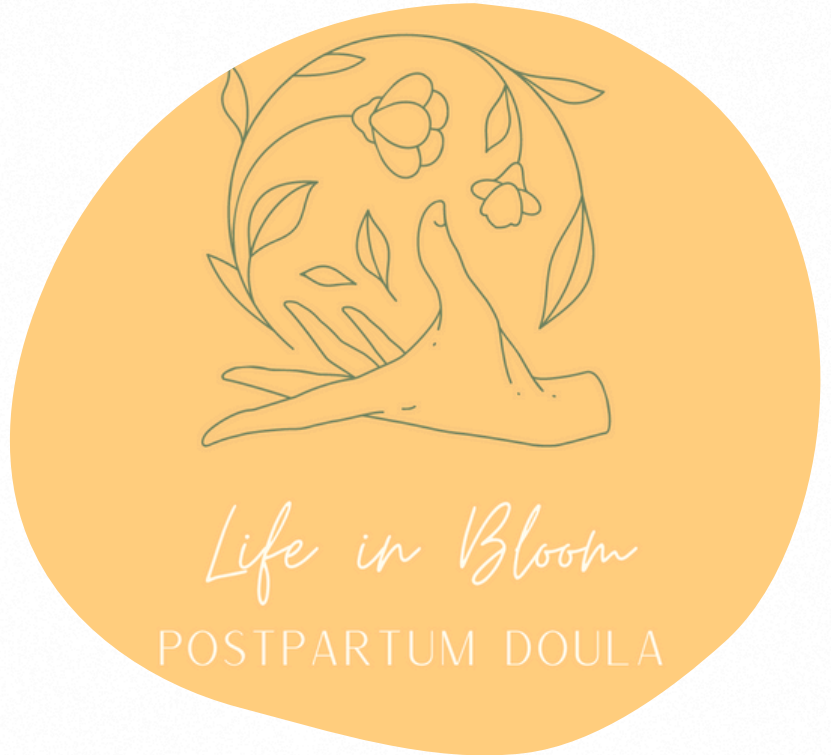
The First Forty Days: The Essential Art of Nourishing the New Mother

by Heng Ou, Amely Greeven, and Marisa Belger

This book offers fresh perspective on the fourth trimester (the time right after the baby is born) - focusing on connection and nourishment rather than 'bouncing back'

*Let's Get
Started!*

619-723-2725



You've made it this far - now what? If you're ready to book a consultation, give us a call, email or DM, or fill out the [Consultation Form](#) on our website.

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