

# EVALUATION: Marketing Your Doula Business: DONA # 257

2011 Inland Northwest Doula Network Birth Professionals Conference

Presenter: Kim James, CD(DONA), CD(PALS), ICCE, LCCE, BDT(DONA) Presentation Date: November 5, 2011

Overall satisfaction with this presentation	9.4	Not satisfied	—————>										Very satisfied
		0	1	2	3	4	5	6	7	8	9	10	

**Your experience of this presentation:** What do you wish there were more of? What do you wish there were less of? How can we make the presentation better fit your needs?

## Learning Objectives (Rate from 0 to 10. 0 = Not at all. 10 = Yes, definitely!)

<b>1. I understand the best venues for finding and interacting with clients who are most likely to hire a doula.</b> Before presentation ..... <b>4</b> After presentation..... <b>8.9</b> Comments: <b>120% increase</b>	Not at all	—————>										Yes!
	0	1	2	3	4	5	6	7	8	9	10	
	0	1	2	3	4	5	6	7	8	9	10	
<b>2. I understand how to demonstrate my value to potential clients.</b> Before presentation ..... <b>5</b> After presentation..... <b>8.9</b> Comments: <b>78% increase</b>	Not at all	—————>										Yes!
	0	1	2	3	4	5	6	7	8	9	10	
	0	1	2	3	4	5	6	7	8	9	10	
<b>3. I understand how to stay within the DONA scope of practice when I market my doula business.</b> Before presentation ..... <b>4.5</b> After presentation..... <b>6.9</b> Comments: <b>53% increase</b>	Not at all	—————>										Yes!
	0	1	2	3	4	5	6	7	8	9	10	
	0	1	2	3	4	5	6	7	8	9	10	
<b>4. I can communicate the benefits of doula care to at least two audiences.</b> Before presentation ..... <b>4.6</b> After presentation..... <b>8.3</b> Comments: <b>80% increase</b>	Not at all	—————>										Yes!
	0	1	2	3	4	5	6	7	8	9	10	
	0	1	2	3	4	5	6	7	8	9	10	

## What teaching methods increased your learning and understanding the most?

<input type="checkbox"/> Learning Task #1: Identifying effective marketing venues	<b>9</b>	<input type="checkbox"/> Lecture	<b>6</b>
<input type="checkbox"/> Learning Task #2: Identifying the how to gain access to potential clients	<b>10</b>	<input type="checkbox"/> Story telling	<b>4</b>
<input type="checkbox"/> Learning Task #3: Identifying teachable skills and how to demo doula benefits	<b>10</b>	<input type="checkbox"/> Question & answer	<b>7</b>
<input type="checkbox"/> Learning Task #4: Identifying doula benefits using data on doula efficacy	<b>7</b>	<input type="checkbox"/> Large group discussions	<b>7</b>