

# Business Start-Up Guide for Birth Workers

BIRTH WORK MASTERY



by Anaiyah Israel

**BONUS** Business  
Start-Up Worksheets!

[WWW.BIRTHWORKMASTERY.COM](http://WWW.BIRTHWORKMASTERY.COM)



# ABOUT *me*

Hey! I'm **Anaiyah Israel**. Founder of Birth Work Mastery.

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In 2021 I had my first **midwife, doula** and **lactation consultant** experience with my at-home, water birth.

From then, I became passionate about **helping birth professionals** create sustainable, **successful businesses**.

I now help **ALL birth workers** who assist mothers, babies and families get access to more clients searching for them!

As a business strategist with **10+ years of business building experience**, I am here to get you fast and simplified results!

## *My Values:*

- **Family**
- **Faith**
- **Financial Freedom**
- **Fulfillment**



# Business Start-up Checklist

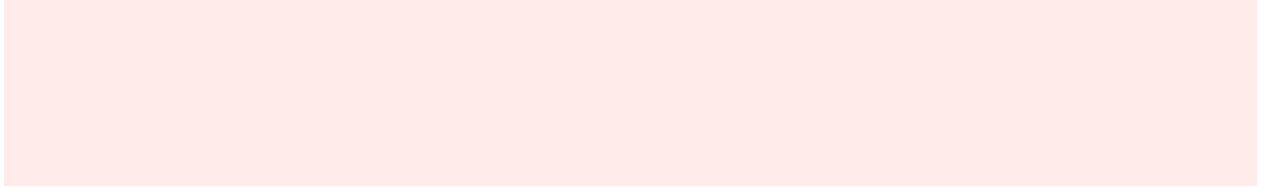
How do I start building my birth work business?

Here's a list of suggestions to get started!

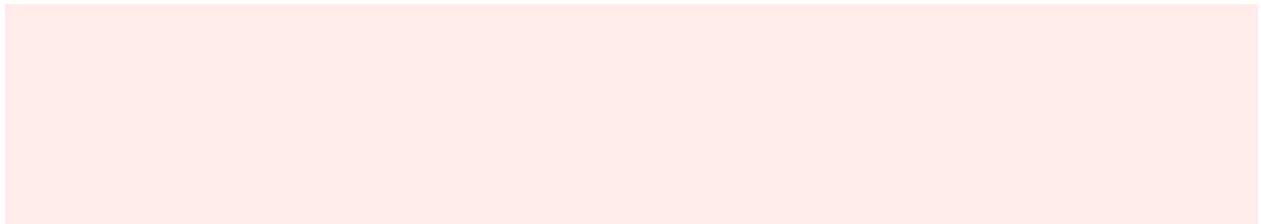
Task	Notes	Due Date	Done
Choose a business idea based on your skills and interests			<input type="checkbox"/>
Research business idea and competitors in the market			<input type="checkbox"/>
Choose a business name and verify that the name is available on Secretary of State Website			<input type="checkbox"/>
Choose a location for your business or choose to run it from your home			<input type="checkbox"/>
Incorporate your business with the Secretary of State and get Federal EIN			<input type="checkbox"/>
Decide and define, specifically, what product/service you will be offering			<input type="checkbox"/>
Create a Business Plan that includes your marketing, operation, management and financial plan			<input type="checkbox"/>
Create email, logo, website, and social media pages			<input type="checkbox"/>
Register for any trademarks, copyrights, and patents if desired			<input type="checkbox"/>
Create price points and/or payment plans for your product/service			<input type="checkbox"/>
Create business cards, brochures, posters, etc for your company			<input type="checkbox"/>
Get any required licenses and permits			<input type="checkbox"/>
Acquire funding and set up budget needed for starting your business			<input type="checkbox"/>
Open a bank account in your business name			<input type="checkbox"/>
Talk to your accountant about tax obligations, bookkeeping and accounting software			<input type="checkbox"/>
Acquire Business Insurance (if needed)			<input type="checkbox"/>
Purchase needed inventory, equipment and supplies			<input type="checkbox"/>
Get a mentor/someone who can guide you on your business journey			<input type="checkbox"/>

# QUESTION WORKSHEET

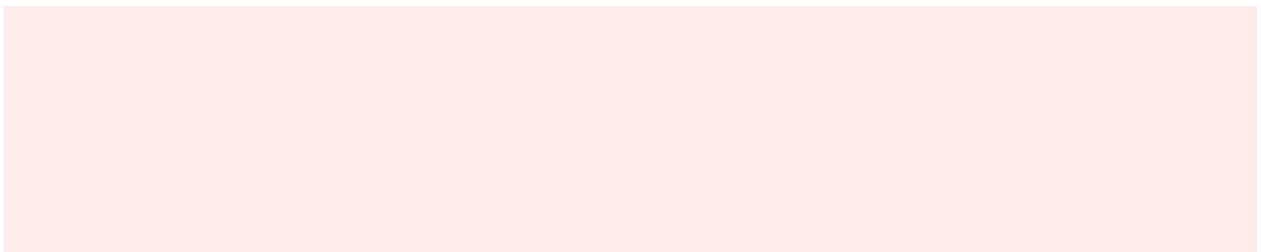
Which field do you want to pursue in the birth work industry?



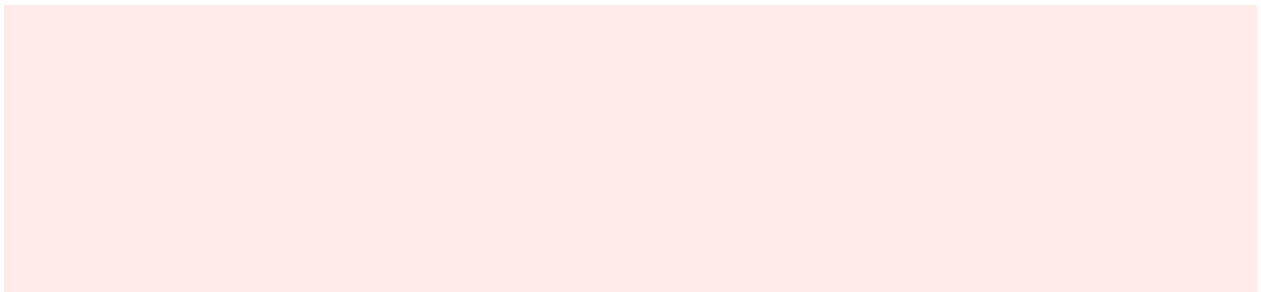
What skills/certifications do you currently have, or need to gain, that qualify you to start a business in that field?



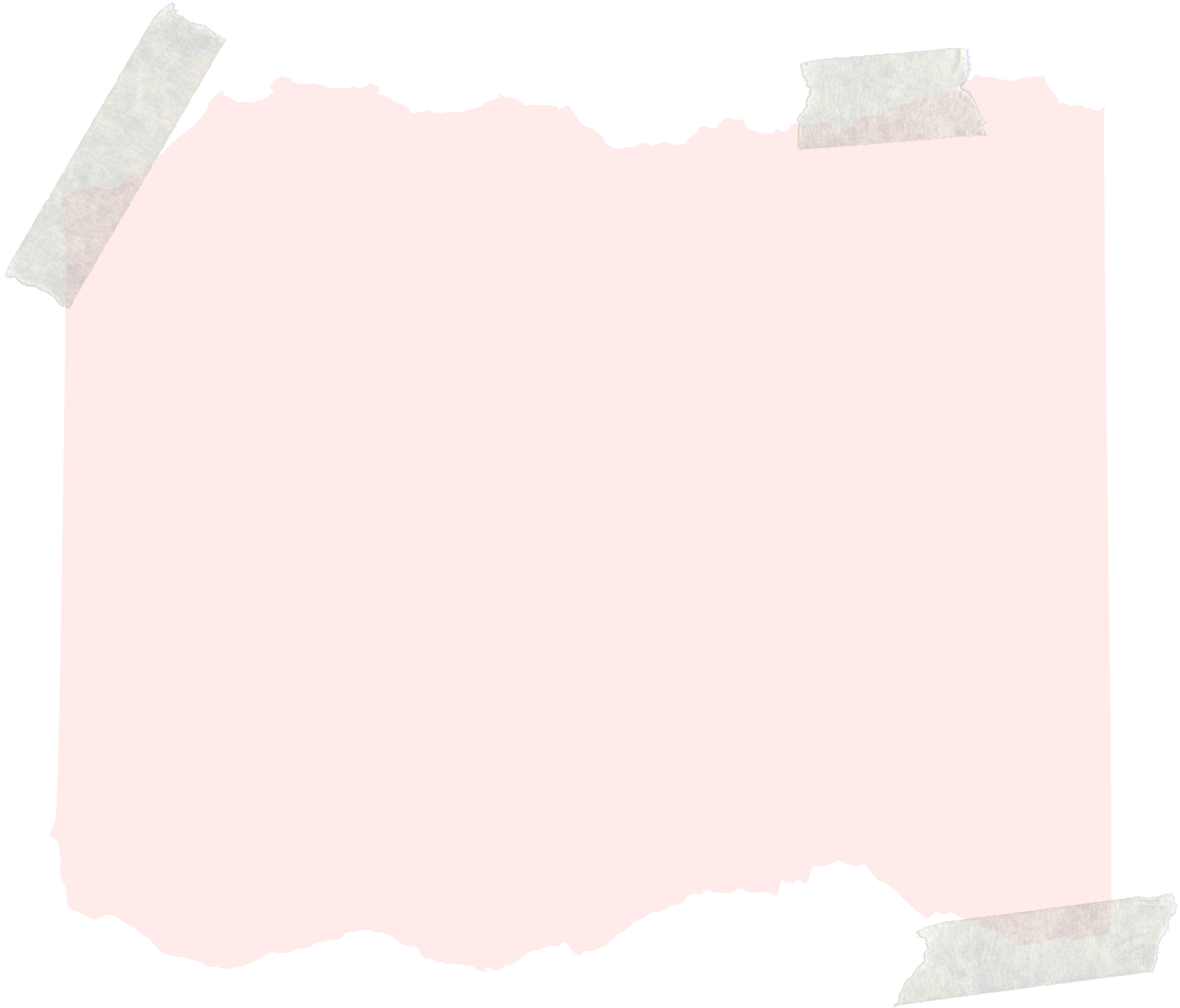
What challenges are preventing you from starting your birth work business right now?



What are a few ways you can overcome those challenges?



# VISION BOARD WORKSHEET





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GOD HAS PLACED WITHIN  
EACH OF US A DRIVING  
PASSION ALONG WITH THE  
SKILLS TO ACCOMPLISH  
OUR PARTICULAR PURPOSE  
AND VISION

*Valerie Burton*

# BUILD YOUR DREAM BIRTH WORK BUSINESS TODAY!

*Let's make it easy...*

Snag the next spot on my calendar for a FREE consult call!  
Let's talk about growing your business!



**BOOK NOW**



Get your business  
formalized in 2 WEEKS!