

Intentional Birth Pro CERTIFICATION



YOUR COMPLETE GUIDE



INTENTIONAL BIRTH



Ready to certify?

Here's our philosophy. Birth support is an ancestral role. Like birthing itself, you do not need any credential to do it well. Your credibility is coded in your DNA, and solidified by years of experience and ongoing education.

But we know there are doulas who want to be able to take Carrot, or Medicaid, or who want to walk into certain hospitals, and who need to show they are certified. (Our opinion? None of these institutions should have any influence over a family's choice in their advocate and support person.) We also know that many newer doulas feel more confident in their marketing when they are a certified doula, and that some feel more motivated toward continuing education when they have a certification to maintain.

So in support of you, we are offering this credential to go along with our robust educational program. We are so glad you are choosing Intentional Birth Pro, and we commit to be here for you as you ride the waves of birth work.



With love,
Alicia + Meredith

contents



PART 1

REQUIREMENTS & COSTS

PART 2

MAINTAINING CERTIFICATION

PART 3

LETTER OF INTENTION

PART 4

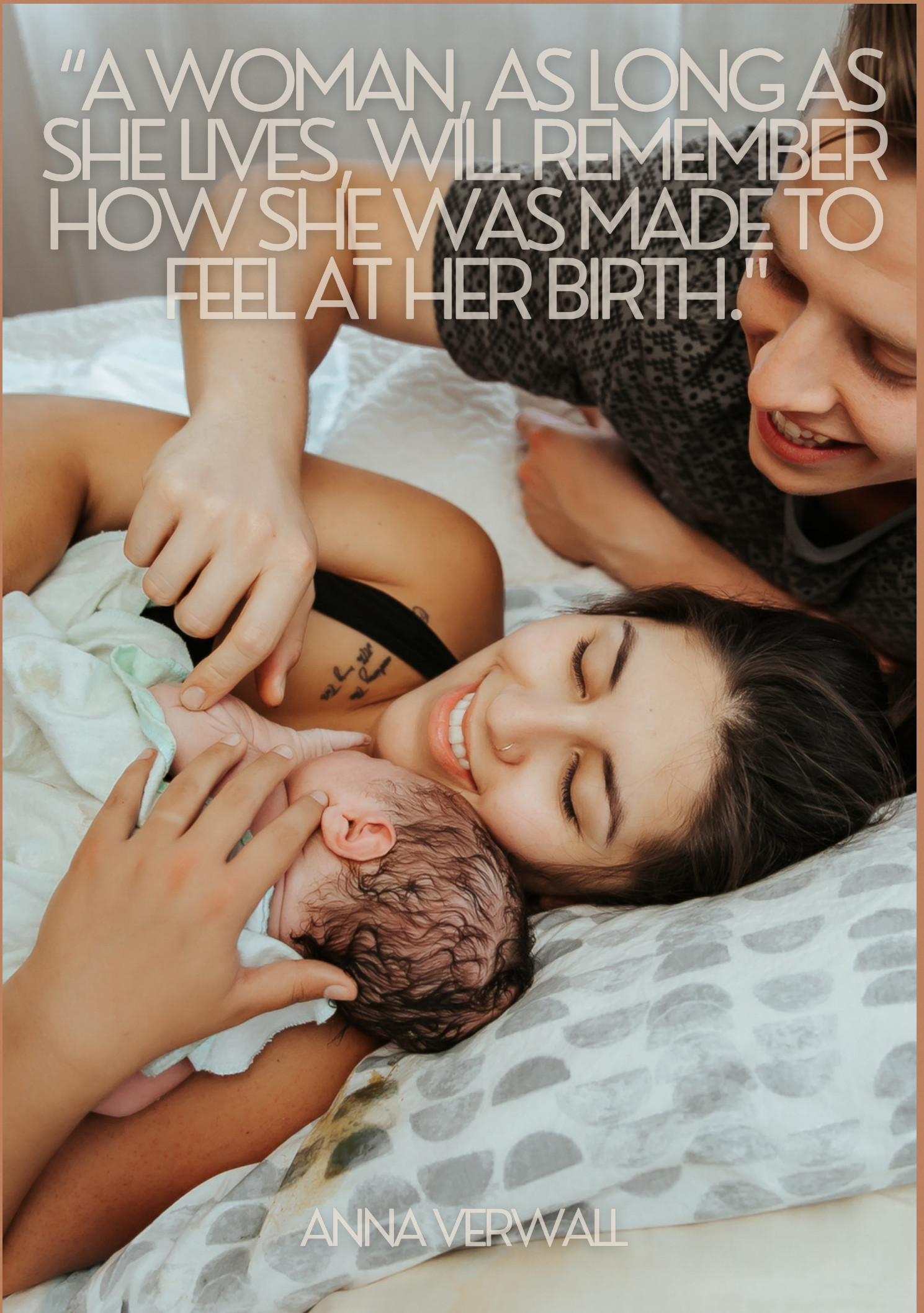
BUSINESS PLAN

PART 5

CHECKLISTS

"A WOMAN, AS LONG AS SHE LIVES, WILL REMEMBER HOW SHE WAS MADE TO FEEL AT HER BIRTH."

ANNA VERWALL





REQUIREMENTS

PART 1



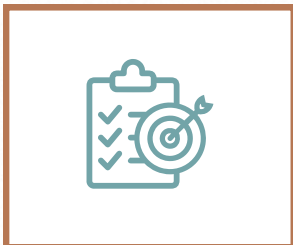
COMPLETE THE 12-WEEK IBP INTENSIVE

Confirm that you attended all twelve IBP weekly trainings (or viewed the recordings of any you were not able to attend live).



CREATE A LETTER OF INTENTION

This will include a statement of your values and your vision in this work. (See prompts below). Must be submitted before your final one-on-one.



CREATE A BUSINESS PLAN

This will include details about your mission, marketing, pricing, offer stacks, client outreach, etc. (See prompts below). Must be submitted before your final one-on-one.



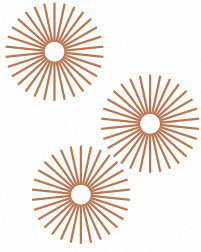
ATTEND 6 MASTERCLASSES & 6 PEER REVIEWS

Submit notes from 6 guest masterclasses and 6 peer reviews. If live attendance is not possible, you may view recordings.



SUBMIT WITHIN 9 MONTHS OF iBP START DATE

Email your completed certification materials to hello@intentionalbirth.co with the subject line IBP CERTIFICATION: NAME



COSTS TO CERTIFY

There are no additional fees to certify or to recertify, beyond your IBP program enrollment, or your IB community membership.





MAINTAINING CERTIFICATION

PART 2

To maintain certification as an Intentional Birth Pro, you will need to complete the following requirements every **two years**.



REPORT 60 CEUS (CONTINUING EDUCATION UNITS)

At least 40 of these units need to be sponsored by Intentional Birth. The remaining units can come from attending births, or from other organizations, books, or teachers, with a maximum of 10 CEUs each. If you aren't sure whether something qualifies, just email us!

WHAT COUNTS AS AN IB-SPONSORED CEU?

Round up or down to the "half hour" to determine how many CEUs something is worth. Did you attend a 36 minute training? That's .5 CEUs. Did you go to a two-day workshop with 12 hours of training? That's 12 CEUs.

- Masterclasses taught by Intentional Birth mentors
- IB Community guest masterclasses
- Mini trainings by Intentional Birth mentors
- Summits sponsored by Intentional Birth
- Workshops and retreats led by Intentional Birth mentors
- IB Community peer reviews (Double CEUs if you share!)

WHAT ELSE CAN COUNT AS A CEU?

- Attending births (2 CEUs per birth, regardless of time)
- Online classes on relevant subjects
- Books on relevant subjects (1 CEU hour per book)
- Live workshops or trainings on relevant subjects.

Case Studies

Nora enrolls in a program to get a deeper understanding of prenatal body prep, so she can support her clients in physiologic birth. She can count up to 10 hours of this training toward her IBP re-certification!

Sandra enrolls in a business coaching program. She isn't sure whether this can count toward CEUs. She emails hello@intentionalbirth.co to inquire. She is told that she can count 2 hours of this business training toward CEUs.



PART 3

LETTER OF INTENTION

Your letter of intention is your declaration to the world about how you will show up as a doula and why you are doing this work. This letter should be 1-2 pages long, and be submitted to us before your final one-on-one at the end of the IBP program. You can consider questions on the following page as you craft your letter.





PROMPTS

1. What are my core personal values? What are my core values around birth?
2. What are my core business values?
3. Which values is it absolutely essential that I share with my clients? Which values can I easily hold alongside a client who has different values?
4. What does my ideal client care about?
5. What does my ideal client want from me?
6. How do I want my clients to feel after working with me?
7. What boundaries do I want to set in my birth work? What actions can I take to keep them?
8. How do I want my family and/or friends to experience my birth work? What actions will I take to support that experience?
9. What positive results do I believe are possible for me personally through birth work?
10. What do I believe it is possible for me to accomplish for others (clients, community, humanity) through my birth work?
11. What is my greatest strength as a doula, and what is my greatest weakness to overcome?
12. How would I sum up my "Why" in a single sentence?





PART 4

BUSINESS PLAN

Your business plan is your foundation for success in serving your clients, in financial freedom, and in living by your values. Create a 1-2 page business plan, and submit it to us before your final one-on-one at the end of the IBP program.

You can consider questions on the following page as you craft your letter.





PROMPTS

1. What is my business's mission?
2. What is my business name and URL?
3. What is my model (or plan) for birth work?
(solo? agency? partnership? online?)
4. Who is my target market? What kind of client am I trying to attract?
5. What sets me and my business apart?
6. What feelings do I want my website to evoke?
What key words will attract my ideal client?
7. What is the market like in my area? (Is there a birth doula community? Am I in a birth desert? Are my potential clients aware of the existence of my kind of services?)
8. What is my networking strategy?
9. What are my other marketing strategies?
10. What are my packages, including their offer stacks and pricing?
11. What is my dream role as a birth worker?
(birth doula? educator? consultant? agency owner? postpartum or night doula?)
12. How much money would I like to bring home this year? In five years?
13. What are the challenges I will meet as I move toward these goals?
14. What is my greatest strength as a business owner, and what is my greatest weakness to overcome?





PART 5

CERTIFICATION CHECKLIST

IBP Weekly Trainings

- | | |
|---------------------------------|----------------------------------|
| <input type="checkbox"/> Week 1 | <input type="checkbox"/> Week 7 |
| <input type="checkbox"/> Week 2 | <input type="checkbox"/> Week 8 |
| <input type="checkbox"/> Week 3 | <input type="checkbox"/> Week 9 |
| <input type="checkbox"/> Week 4 | <input type="checkbox"/> Week 10 |
| <input type="checkbox"/> Week 5 | <input type="checkbox"/> Week 11 |
| <input type="checkbox"/> Week 6 | <input type="checkbox"/> Week 12 |

Accountability Completion

- Letter of Intention
- Business Plan
- IBP final one-on-one

Within 9 months of your IBP start date, email hello@intentionalbirth.co with subject IBP CERTIFICATION: NAME, and attach:

- Your most up-to-date Letter of Intention and Business Plan
- Key takeaways from guest masterclasses and peer reviews (can be typed or handwritten and scanned)
- This checklist or a similar one (Catching a recording is acceptable when live attendance is impossible.)

Masterclass Attendance (guest name)

- Masterclass 1: _____
- Masterclass 2: _____
- Masterclass 3: _____
- Masterclass 4: _____
- Masterclass 5: _____
- Masterclass 6: _____

Peer Review Attendance (date)

- Peer Review 1: _____
- Peer Review 2: _____
- Peer Review 3: _____
- Peer Review 4: _____
- Peer Review 5: _____
- Peer Review 6: _____





RENEW!

Submit this or a similar list when you are ready to renew your certification (at least every 2 years). Email hello@intentionalbirth.co with subject
CERTIFICATION RENEWAL: NAME

Date and Description of Continuing Education Experience	CEUs Earned
---	-------------

• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____
• _____	_____



RENEWAL LIST CONTINUED

Date and Name of Continuing Education Experience

CEUs Earned

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

CONGRATS, IB PRO!

YOU ARE ARE ON YOUR WAY TO BECOMING A
CHANGEMAKER AND LEADER IN YOUR COMMUNITY

"Never doubt that a small group of thoughtful committed individuals can change the world. In fact, it's the only thing that ever has."

-Margaret Mead



HELLO@INTENTIONALBIRTH.CO
WWW.INTENTIONALBIRTH.CO
@INTENTIONAL.BIRTH