



MARKETING
for MIDWIVES

YOUR MAP TO START THE *Right* MIDWIFERY BUSINESS

Use this MAP to create the personalized, modern, midwifery business of your dreams!

Start here!

1. CHOOSE A BUSINESS STRUCTURE

- ☐ Choose a name
- ☐ Register your business name
- ☐ Get an EIN
- ☐ Open a biz bank account
- ☐ Find a lawyer & accountant
- ☐ Draft your paperwork

4. FINDING A BUILDING

- ☐ Apply for permits & licensure
- ☐ Choose aesthetic design
- ☐ Furnish & stock
- ☐ Hire or contract with staff

6. STRATEGIC PLANNING

- ☐ 3 year projecting
- ☐ Mission statement
- ☐ Vision statement
- ☐ Delegating everything

2. CHOOSE A PRACTICE STRUCTURE

- ☐ Choose practice management software
- ☐ Write your policy & procedure manual
- ☐ Draft intake paperwork
- ☐ Write your financial contract
- ☐ Purchase equipment & supplies
- ☐ Draft or purchase decision-making documents

3. FINANCIAL FORECASTING

- ☐ Market share
- ☐ Income projection
- ☐ Expense budgeting
- ☐ Hire a bookkeeper

5. DESIGN YOUR BRAND

- ☐ Create a brand kit
- ☐ Create a logo & collateral
- ☐ Claim social media accounts
- ☐ Create website
- ☐ Design opening ad campaign
- ☐ Purchase swag
- ☐ Create target market list