

Interviewing for Doulas

the 5 ONEs Strategy



ONE Hour

Not too long and not too short

We could probably talk for hours about birth, but the interview isn't the time for this. The interview should be a time for each party to get to know each other enough to decide if there is a good fit. Let clients know that you meet for an hour and set a phone alarm to keep yourself on track.



ONE Location

Find the perfect place and stick to it

Do your research to find a location that is the perfect spot for interviewing. It should be one that is always easy to find a seat and a place that is comfortable for you. Looking for new places that are close to clients can be a tedious and time consuming process.



ONE Outfit

Minimize thinking and look your best

Once you determine the outfit that makes you look and feel yourself, stick with it. This might sound silly, but having a go-to interview outfit makes the process so much easier.



ONE Story

Share something important

We all have a story to tell. Most of us have many stories. Choose one story from your life experience that speaks to who you are as a doula and your personality. If you don't know where to start, the 'how I became a doula' story is a great one.



ONE Quality

What make you special

When the clients leave the interview, what one quality do you want them to remember about you? Choose that quality and make it a mission for that to shine through. Examples: caring, thoughtful, research oriented, good listener, respectful, open minded.

Looking for more interview tips? Check out www.doulainterview.com

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