

The Birth Worker **MARKETING BLUEPRINT**

Strategies That Attract Clients
Without Burning You Out



by Anaiyah Israel

BONUS 30 Day Content Calendar
+ Preferred Platform Quiz!

WWW.BIRTHWORKMASTERY.COM



ABOUT *me*

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



@BirthWorkMastery



Birth Work Mastery



@BirthWorkMastery



BirthWorkMasteryTV

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!

I offer **website design, marketing** and **online course** solutions to easily, quickly and efficiently grow your birth work business!

My Values:

- Family
- Faith
- Financial Freedom
- Fulfillment

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Welcome to Your Birth Worker Marketing Blueprint

Plan. Post. Connect. Grow.

You're here because you're committed to growing your birth work business — but you want to do it with heart, purpose, and a plan that doesn't burn you out. Whether you're a doula, midwife, lactation consultant, educator, or holistic healer, this guide was created just for you.

Inside, you'll find:

- ✓ A description of the top marketing platforms and how to choose yours
- ✓ A "Pick Your Platform" quiz to help you build a strategy that fits your life
- ✓ A customizable weekly and monthly content strategy
- ✓ 30-day content idea bank using easy C.A.R.E acronym

Remember: You don't have to be on every platform — just the right one for you.

Let's market with purpose. Let's grow with ease. Let's do this.



Where Should You Market Your Business?

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PLATFORM COMPARISON WORKSHEET

Where Should You Market Your Business?

Not every platform is right for everyone. Use this guide to learn what works best for your time, personality, and goals.

Platform	Pros	Cons	Time Investment	Best For
Blog	Great for SEO, builds trust over time	Takes time to write and maintain	Medium	Writers & educators
YouTube	Evergreen content, high visibility	Requires video editing & setup	High	Teachers & confident speakers
Instagram	Visual, stories & reels increase reach	Needs frequent, consistent posting	Medium	Creatives & visual storytellers
Facebook (Group/Page)	Builds community, great for nurturing	Can feel saturated or low reach without engagement	Low-Medium	Connectors & nurturers
Email List	Direct access to followers, personal	Requires regular value-based content	Low	Nurturing service providers
Podcast	Builds deep trust and authority	Editing and publishing take time	Medium-High	Talkers & thought leaders
TikTok	Viral potential, fast audience growth	Short lifespan, algorithm-driven, trend-reliant	Medium-High	Energetic educators, trend-savvy creators

PICK YOUR PLATFORM QUIZ

Answer these 5 questions to help you uncover which marketing platform fits your life, energy, and client attraction style best.

1. How much time do you have weekly to market your business?

a Less than
2 hours

b 2 - 4 hours

c 5+ hours

2. What type of content feels most natural to you?

a Writing (blogs,
emails,
captions)

b Speaking
(videos, lives,
workshops)

c Visuals (reels,
photos,
design)

3. What kind of connection do you enjoy?

a Deep 1-on-1
relationships

b Teaching &
explaining
to groups

c Fast-paced
interaction &
feedback

4. How tech-savvy are you?

a I prefer
simple tools

b I'm
moderately
comfortable

c I love exploring
tech features

5. What's your biggest marketing goal right now?

a Build trust
and nurture

b Get visible
to new
audiences

c Build a
community of
raving fans

Results

- Mostly A → Try Email Marketing or Blogging
- Mostly B → Try YouTube, Facebook Lives or Podcasting
- Mostly C → Try Instagram Reels or TikTok

🎁 Bonus Tip: Start with just one platform. Master it. Then grow when it feels aligned.

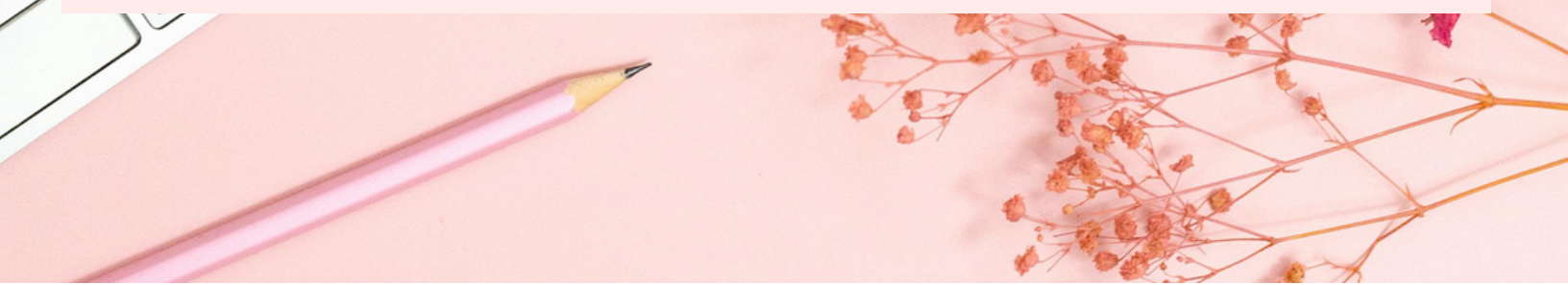
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MARKETING STRATEGIES BY PLATFORM

Here are sample weekly strategies depending on your preferred marketing platform. You can follow one fully or combine elements from each.



Blog Strategy

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WEEKLY BLOG POST STRATEGY

Here's a sample weekly blog strategy to help you consistently educate, inspire, and build trust. Blogging is perfect for nurturing long-term growth and repurposing content across platforms. You can follow this plan fully or adjust it to fit your schedule and style.

monday

Plan and research blog topics

tuesday

Write and edit blog post

wednesday

Optimize SEO (keywords, meta, images)

thursday

Schedule social media posts promoting your blog

Friday

Engage with audience comments

saturday

Include blog in email newsletter

sunday

Analyze performance and adjust

checklist

This image shows a single sheet of light pink or peach-colored paper. It features ten horizontal lines spaced evenly down the page. On the left side, there are ten white circular punch holes, each aligned with one of the horizontal lines. The paper appears to be part of a binder or folder.

notes

WRITE OUT YOUR WEEKLY BLOG POST STRATEGY

If using this strategy, write out your ideal weekly plan.

monday	
tuesday	
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checklist

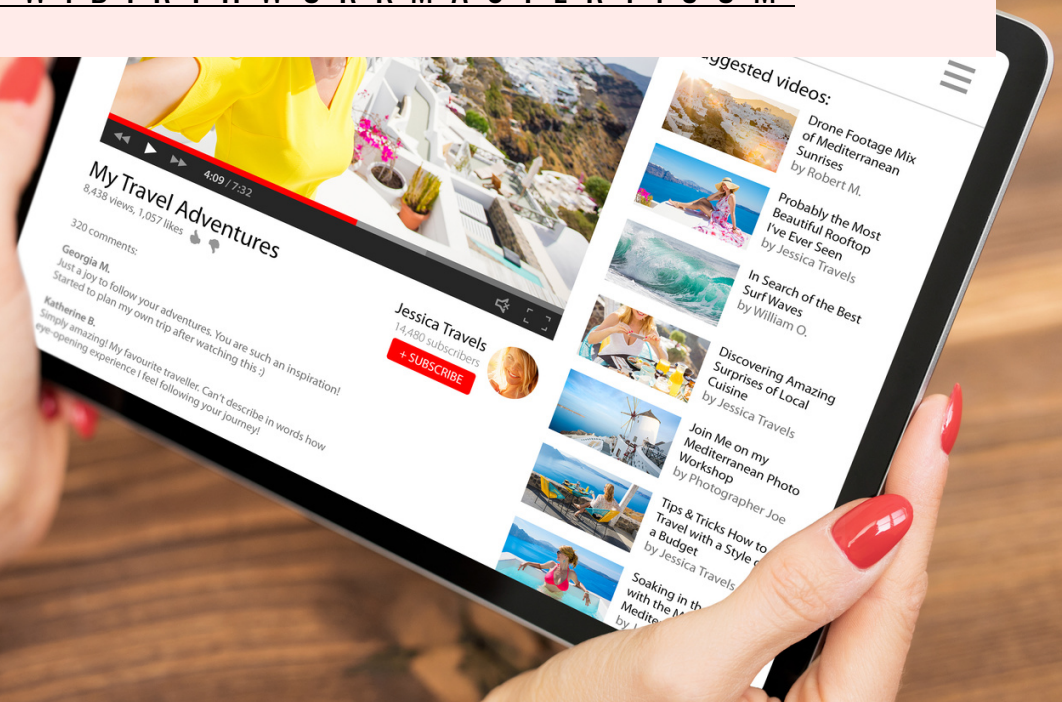
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YouTube Strategy

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WEEKLY YOUTUBE STRATEGY

Here's a sample weekly YouTube strategy designed to help you connect through video and expand your reach. YouTube content is evergreen and great for attracting new audiences over time. Use this plan as-is or tweak it to match your energy and goals

<i>monday</i>	Brainstorm and research video ideas
<i>tuesday</i>	Script and record
<i>wednesday</i>	Edit video
<i>thursday</i>	Optimize SEO + create thumbnail
<i>friday</i>	Schedule & promote
<i>saturday</i>	Engage with comments
<i>sunday</i>	Analyze performance

checklist

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notes

WRITE OUT YOUR WEEKLY YOUTUBE STRATEGY

If using this strategy, write out your ideal weekly plan.

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sunday	

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Email List Strategy

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WEEKLY EMAIL LIST STRATEGY

Here's a simple weekly email strategy to keep your audience warm, engaged, and ready to buy. Email allows you to build deep relationships without needing to show up daily on social media. Use this flow or make it your own.

<i>monday</i>	Brainstorm email ideas
<i>tuesday</i>	Write email (value-packed tip, story, or insight)
<i>wednesday</i>	Send the email with a CTA to your blog, offer, or video
<i>thursday</i>	Reuse email content for a social post
<i>friday</i>	Segment or tag your email list (based on engagement or interest)
<i>saturday</i>	Collect new emails from lead magnet or webinar
<i>sunday</i>	Analyze open/click rates and refine subject lines or structure

checklist

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notes

WRITE OUT YOUR WEEKLY EMAIL LIST STRATEGY

If using this strategy, write out your ideal weekly plan.

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checklist

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Social Media Strategy

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WEEKLY SOCIAL MEDIA (FACEBOOK, INSTAGRAM, TIKTOK) STRATEGY

Here's a sample weekly strategy to stay visible and engaging across your favorite social platforms. Use this as a guide to show up consistently without being online all day. Adjust it to reflect your preferred platforms and pace.

monday

Bust a myth or share an educational carousel or tip.

tuesday

Promote your offer or service with a Reel, post, or visual. Include a CTA.

wednesday

Share a personal story, a behind-the-scenes look, or go live to build trust.

thursday

Teach something useful. Offer a "how-to," tip, or mini training.

friday

Post a testimonial, transformation, or before-and-after moment.

saturday

Engage with your audience using a poll, trend, or lighthearted post.

sunday

Share an inspiring quote, client win, or gentle CTA wrapped in self-care.

checklist

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notes

The post ideas here are based on the "C.A.R.E" promotional method. We will describe that in the next section.

WRITE OUT YOUR WEEKLY SOCIAL MEDIA STRATEGY

If using this strategy, write out your ideal weekly plan.

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notes

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Podcast Strategy

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WEEKLY PODCAST STRATEGY

Here's a weekly podcasting workflow to help you share your voice, build authority, and connect with listeners in a more intimate and lasting way. Feel free to follow this plan or modify it to match your workflow and creative rhythm.

monday

Plan and outline podcast topic

tuesday

Record and edit the episode

wednesday

Write show notes and episode description

thursday

Publish the episode and
update links everywhere

friday

Create promotional graphics
or audiograms

saturday

Share on social media + email list

sunday

Engage with listeners and review feedback

checklist

This image shows a single sheet of light pink or cream-colored paper designed as a template for a notebook or binder. Along the left edge, there are ten evenly spaced white circular punch holes. To the right of each hole is a solid dark blue horizontal line, providing ten rows for writing. The rest of the page is unlined and blank.

notes

WRITE OUT YOUR WEEKLY PODCAST STRATEGY

If using this strategy, write out your ideal weekly plan.

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notes

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Combination Strategy

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WEEKLY COMBINATION STRATEGY (BLOG + SOCIAL + EMAIL) STRATEGY

Here's a combined strategy if you like to mix blog writing, emails, and social content each week. This plan creates a smooth content cycle that multiplies your visibility without extra work. Follow it fully or customize it based on your focus.

<i>monday</i>	Write blog post
<i>tuesday</i>	Send email with blog summary + CTA
<i>wednesday</i>	Post a snippet in your Facebook group or IG
<i>thursday</i>	DM engaged people to start conversations
<i>friday</i>	Share client win/testimonial
<i>saturday</i>	Post short tip or insight
<i>sunday</i>	Rest or engage with community

checklist

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notes

WRITE OUT YOUR WEEKLY COMBINATION STRATEGY

If using this strategy, write out your ideal weekly plan.

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A soft pink background featuring various stationery items: a pair of pink-handled scissors, a pink and white marker, a pink pen, a pink folder, a keyboard, and some dried pink flowers.

CONTENT IDEAS USING C.A.R.E FRAMEWORK

C.A.R.E ACRONYM

C.A.R.E. is a content framework designed specifically for birth workers to build trust, educate their audience, and grow their businesses. Each letter represents a type of content to share weekly:

C

Connect

Share your story, values, behind-the-scenes

A

Answer

Teach something, bust a myth, explain a process

R

Recommend

Share an offer, service, or lead magnet

E

Evidence

Testimonials, client stories, results

The upcoming 30-day content calendar uses the C.A.R.E. method — **Connect, Answer, Recommend, and Evidence** — to help you consistently share high-value content across any platform: blog, email, social media, podcast, or video. Cycle through your core offers while building trust and visibility.

30 DAY C.A.R.E CONTENT CALENDAR

Day	C.A.R.E. Type	Content Prompt
Day 1	Connect	Share your personal story and why you started birth work
Day 2	Answer	Answer a common question about your services or field
Day 3	Recommend	Introduce one of your core offers and who it's for
Day 4	Evidence	Share a testimonial or client win
Day 5	Connect	Show a behind-the-scenes moment in your process
Day 6	Answer	Teach a concept related to pregnancy, labor, or postpartum
Day 7	Recommend	Highlight a feature or benefit of your course/service
Day 8	Evidence	Post a before/after transformation
Day 9	Connect	Tell a story from your own birth or client experience
Day 10	Answer	Explain how your process works step-by-step
Day 11	Recommend	Promote a freebie or lead magnet with a clear CTA
Day 12	Evidence	Share screenshots or reviews from past clients
Day 13	Connect	Reintroduce yourself and what you stand for
Day 14	Answer	Bust a myth related to birth or business
Day 15	Recommend	Invite people to your next event, webinar, or offer

30 DAY C.A.R.E CONTENT CALENDAR

Day 16	Evidence	Talk about your own growth or progress
Day 17	Connect	Share a quote that reflects your mission or philosophy
Day 18	Answer	List 3 things most people don't know about your work
Day 19	Recommend	Explain how to work with you and what to expect
Day 20	Evidence	Show a client win in their own words
Day 21	Connect	Tell a story that made you emotional or inspired
Day 22	Answer	Compare common birth/business approaches and your take
Day 23	Recommend	Give a soft CTA for your service (non-salesy)
Day 24	Evidence	Share how someone felt before and after your support
Day 25	Connect	Ask a reflective question to your audience
Day 26	Answer	Break down one piece of your framework or method
Day 27	Recommend	Share what makes your offer different and valuable
Day 28	Evidence	Feature a client highlight or audio/video clip
Day 29	Connect	Open up about a personal challenge you overcame
Day 30	Answer	Provide actionable tips in list form (e.g. 3 tips for...)

C.A.R.E 30-DAY CHALLENGE

Use this sheet to create a 30-day C.A.R.E marketing challenge for your birth work business!

<i>monday</i>	<i>tuesday</i>	<i>wednesday</i>	<i>thursday</i>	<i>friday</i>	<i>saturday</i>	<i>sunday</i>
<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>
<i>8</i>	<i>9</i>	<i>10</i>	<i>11</i>	<i>12</i>	<i>13</i>	<i>14</i>
<i>15</i>	<i>16</i>	<i>17</i>	<i>18</i>	<i>19</i>	<i>20</i>	<i>21</i>
<i>22</i>	<i>23</i>	<i>24</i>	<i>25</i>	<i>26</i>	<i>27</i>	<i>28</i>
<i>29</i>	<i>30</i>	<i>31</i>				

notes

Marketing Affirmation

”

I show up with
consistent
content and a
clear strategy.

My message
connects, my
audience
grows, and
success follows.

READY TO *put this into action?*

You've got the tools. You've got the vision.

Now let's create a strategy that *actually works* for your birth business.

✨ **Book a FREE 30-minute Marketing Strategy Session** ✨

During this call, we'll:

- Clarify your top 1–2 marketing goals
- Identify your ideal marketing platform(s)
- Map out your next 3 strategic steps to attract more aligned clients

This isn't a sales call — it's a **focused session designed to support your growth** and help you show up with clarity and confidence.

CLICK HERE TO BOOK YOUR FREE SESSION

