



Getting Started With Bloom Baby

This essential guide walks you through the process of receiving client referrals through Bloom Baby, from start to hire! Please familiarize yourself with this document and reach out to us if you have any questions. Taking clients and getting hired is as simple as following the steps below.

The Bloom Baby Process

- Initial inquiries are received by Bloom Baby Admin.
- Bloom Baby Admin will then reach out to you if your profile matches the client's selected criteria to confirm your availability. Please confirm as soon as you can, no later than 24 hours or we will move on to other candidates.
- Once you confirm interest and availability, we will send you the prospective client's contact information. You must then contact them within 24 hours and copy **info@bloombabydoulas.com** on your correspondence!
 - It is best to keep your initial email brief and reserve the full presentation of your services for the complimentary consultation. Please use **"Sample Email #1"** (below). Keep in mind that potential clients will be receiving this initial communication from 2-3 of our Affiliated Doulas, so **use this as a guide, personalizing your email and lending your unique voice.**
 - As all of our Affiliated Doulas are using their private/business email accounts we do require that you clearly identify yourself as a "Bloom Baby Affiliated Doula". Be sure to remove your logo, website, or any other personal business references from your email signature when communicating with Bloom Baby clients, otherwise it's very easy for the client to be confused.

- You are responsible for maintaining contact with your potential clients. Please follow up **at least once** if you have not heard back from them within 3 days.
- Please be sure to copy **info@bloombabydoulas.com** on all initial correspondence, prior to receiving a signed contract!
- When you conduct complimentary consultations, please be sure that you are punctual and prepared, **offering video conferencing and/or meeting in person whenever possible.**
 - A face to face meeting prior to signing the contract and requesting payment, builds healthy client relationships. This also gives you an opportunity to “interview” the client and confirm that this is the right fit for you. If your initial consultation takes place over the phone, we strongly encourage you to **provide at least one video conferencing or in-person meeting prior to contract signing.**
 - Be sure you have a working knowledge of your Bloom Baby client contract(s) and are able to answer client questions with confidence.
 - If you choose to review a hard copy of the contract during an in-person consultation, please make sure not to leave it with your prospective client as **all contracts must be sent and signed electronically using “Sample Email #2” (below) verbatim.**
- When you confirm with a client that you are *both* ready to move forward, you are responsible for filling in the appropriate contract found in the Affiliated Doula Access portal. These are the **only** contracts to be used with Bloom Baby clients.
 - Please watch the tutorial videos provided and be sure to complete all pertinent sections of the contract **prior to sending.** *Your client should only need to add their initials, signature, and preferred contact information.*
 - If you did not discuss relevant contract details during your initial consultation, please offer a second meeting to discuss fees, contract length, scheduling, and any additional details/notes **prior to sending the contract.**
 - When emailing this contract to your client, you must use **“Sample Email #2”** (below) to communicate important next steps. **Be sure to send this email verbatim** and copy **info@bloombabydoulas.com** on your correspondence!
- The client must then initial and sign the contract, emailing it to both Bloom Baby, and you, their chosen Affiliated Doula, within two weeks.

- If the client chooses to postpone contract signing beyond the two week window requested, please communicate to them that a new agreement will have to be created and thus will be subject to your availability at that time. Under such circumstances, we encourage you not to offer continued support, resources, and detailed communication until a signed contract is received.
- Upon receiving a completed contract, Bloom Baby will issue an invoice link for the client to make their payment, copying you in.
- Once payment is received, Bloom Baby will issue a receipt, copying you in. **At this point, please reach out to your client to schedule your first visit.**
- When the payment from your client has cleared, Bloom Baby will make the payment to you, within 2 weeks, as described in the Affiliation Agreement.
- You must secure back-up for each of your Bloom Baby contracts! Failure to do so is a breach of contract, so please be sure to complete this step ASAP once you have a signed contract.
 - We ask that you reach out to your fellow affiliated Bloom Baby Doulas first, looking in your current tier and/or above, ensuring that their level of experience is equal to or greater than your own.
 - If you are unable to find an appropriate back-up within our community you may look to the wider Doula community. *If your back-up is not affiliated with Bloom Baby, however, please make sure that they are aware of and willing to comply with all current Bloom Baby policies including COVID-19 Guidelines.
 - If your back-up is called in, you will be directly responsible for arranging all financial agreements and transactions as described in the Affiliation Agreement.
- Please inform Bloom Baby Admin when the services you are providing have been completed. We will follow up by sending a thank you email and a short survey to collect constructive feedback for our Referral Agency. On your behalf, we will invite your client to submit a testimonial. If one is received, you will be sent a copy.



Bloom Baby Sample Emails

Sample Email #1

This email is intended for **Initial Client Contact**, as specified above. Keep in mind that potential clients will be receiving this initial communication from 2-3 of our Affiliated Doulas, so **use this as a guide, editing the highlighted sections to personalize your email and lend your unique voice.**

Subject: Bloom Baby Doula Inquiry

Greet client by name,

Insert a 1-2 sentence introduction, being sure to identify yourself as a Bloom Baby affiliated Birth/Postpartum Doula. You might also like to share a few facts about yourself.

I received your inquiry through Bloom Baby and would like to schedule a complimentary consultation to get to know one another & answer any questions you may have. I am available to speak/meet (suggest some dates and times). Please let me know if one of these times could work for you. If you need to schedule another time, please let me know a few options and I will do my best to accommodate your schedule.

Create a salutation and signature

Sample Email #2

This email is intended for **Sending Contracts & Next Steps**, when you have confirmed with a client that you are *both* ready to move forward. When sending contracts, please remember that you are responsible for completing all pertinent sections of the contract *prior to* sending. Other than the highlighted sections, **this email must be sent verbatim to communicate important next steps.**

Subject: Bloom Baby Contract and Next Steps

Greet client by name,

Thank you for choosing my services as your **Birth/Postpartum** Doula. I have attached our contract below with all pertinent details and my signature added. In order to secure our working relationship, please complete the following steps within the next two weeks.

- At your earliest convenience, please review, initial & sign the attached contract and email it to both Bloom Baby (info@bloombabydoulas.com) and myself.
- When Bloom Baby receives your signed contract, an online invoice link will be issued and sent directly to you. Please note that you must complete payment to secure my services.

Upon receipt of your signed contract and confirmation of payment, I will be in touch to schedule our first visit.

Create a salutation and signature



Affiliation Agreement

As a Bloom Baby Affiliated Doula you have signed and submitted an electronic version of the following Affiliation Agreement. Upon completion, a copy of this agreement was sent to the email address you specified. **This document is for your reference only. It is not to be duplicated or shared.*

Affiliation Responsibilities

BB Responsibilities

- Provide ICs with client referrals based on client's profile and preferences
- Provide affiliated ICs with BB contracts and professional resources
- Communicate BB's tier-based fee structure to clients upon intake
- Issue invoices and remind clients of payment schedule in a timely manner
- Pay the IC's fees no later than 2 weeks after receiving the payment from client
- Provide support, mentorship, networking & continuing education opportunities for all ICs
- Support the resolution of any dispute arising between an IC and client, offering phone/email consultation to both parties
- Collect client testimonials to be posted in BB's social media outlets and shared with IC for individual use

IC Responsibilities

- Complete all BB on-boarding steps, providing the requested documentation
- Complete BB Orientation to become familiar with and able to communicate BB's fees, payment schedule, and all terms as outlined in contracts

- Act in a professional manner; uplifting and preserving the good reputation of BB within the community
- Stay informed and knowledgeable of current pregnancy, childbirth, and postpartum related trends, topics and resources to provide evidence based care and communicate/demonstrate current best practices
- Provide client services with punctuality & professionalism
- Use only BB's Paperwork in initial correspondence and consultations with BB clients
- Abide by all BB contract terms; accepting financial accountability if contractual responsibilities are neglected
- Maintain personal/professional liability insurance, to be renewed annually
- Maintain CPR certification, to be renewed bi-annually
- Maintain an active Bloom Baby Membership (see membership options below)

Membership - Benefits At A Glance	Community Member	Gold Member
Quarterly Installment Amount	\$40 (\$13/mo)	\$80 (\$27/mo)
One 30-minute Orientation & Mentorship Call, upon completion of onboarding	X	X
Targeted Marketing, representing your services in our local community	X	X
Streamlined Access to Engaged Clientele, ready to invest in your services	X	X
Exclusive Access to Bloom Baby Contracts, Templates, & Resources	X	X
Copy of Bloom Baby's Resource Guide for Northern NJ	X	X
Doula Mentorship & Support through Bi-Monthly Office Hours, provided virtually	X	X
Continued Education & Special Events, co-hosted by members of our Professional Network	X	X
Quarterly Socials for Bloom Baby Affiliates & Local Community Professionals	X	X
Two 60-minute One-on-One Mentorship Calls, scheduled every 6 months		X
Opportunity to Represent Bloom Baby at Community Events		X

Referral Process

- Client completes online inquiry and BB Admin begins the matching process
- IC must respond to BB inquiries regarding prospective client matches within 24 hours
- IC must email prospective clients within 24 hours of receiving their contact information from BB

- IC must clearly identify themselves as a BB Doula by removing any logo, website, or any other personal business references from the email signature when communicating with BB clients
- IC offers a complimentary initial consultation, approximately 30 minutes via video conferencing or in person
- Client selects the IC with whom they want to work and that IC provides the appropriate contract
- Upon receipt of the signed contract BB will invoice the client
- Client pays the agreed fees, BB retains the referral fee (based on current tier), and the balance is paid to IC
- Selected IC provides all services including but not limited to:
 - Guaranteed back-up, arranged directly by IC for every BB contract
 - Phone and email support as needed throughout the working relationship
 - Birth Doulas: Two 60 min. prenatal visits, support during labor & delivery, & one 60 min. postpartum visit
 - Postpartum Doulas: One 60 min. prenatal visit & in-home support following the birth/adoption
- IC notifies BB when all services have been completed
- When using client testimonials collected by BB, reference as such “Bloom Baby Doulas Client, Kate Hawkins”

Doula Training/Certification & Documentation

- ICs are not required to be certified doulas but must provide proof of participation in a training/certification program with a reputable organization, and verifiable acquired experience in their field to determine their BB Tier.
- ICs are responsible for maintaining the following & providing updated verification to BB admin as needed:
 - CPR Certification (Adult and Pediatric)
 - Personal/Professional Liability Insurance
 - W-9 forms with current address and contact information

- To request a change in Tier status, ICs must keep a clear record of all clients served (through Bloom Baby as well as independently and/or through other agencies) and complete the Tier Advancement form. *This form must be received and reviewed before any changes will be made.

Tier System & Referral Fees

- Referral fees are payable for all clients referred by BB and/or met through BB events
- Additional Doula services offered and /or Contract Extensions with clients referred by BB and/or met through BB events must use BB contracts & tier-based referral fees
- All referral fees are based on the Tier System as outlined below

Birth Doula Tiers & Fees

Tier Level	Births Attended	Client Fees	Doula Receives	BB Receives
Training	0-3	\$600	\$425	\$175
1st	4-10	\$850	\$625	\$225
2nd	11-20	\$1,100	\$825	\$275
3rd	21-50	\$1,550	\$1,225	\$325
4th	51-100	\$2,050	\$1,675	\$375
5th	101-200	\$2,650	\$2,225	\$425
Master	201+	\$3,000	\$2,575	\$425

Postpartum Doula Tiers & Fees

Tier Level	Families Served	Client Fees	Doula Receives	BB Receives
Training	0-3	\$30/hr*	\$21 / 70%	30%
1st	4-10	\$35/hr*	\$25 / 70%	30%
2nd	11-20	\$40/hr*	\$32 / 80%	20%
3rd	21-50	\$45/hr*	\$36 / 80%	20%
4th	51-100	\$55/hr*	\$44 / 80%	20%
5th	101-200	\$60/hr*	\$48 / 80%	20%
Master	201+	\$65/hr*	\$52 / 80%	20%

*20 Hour Minimum Contract

Payment Structure & Schedule

Birth Doula

- Clients make two payments (retainer and balance)
 - BB will retain the full referral fee from retainer, then send IC first payment, within 2 weeks
 - Upon receipt of the balance at 34 weeks, BB will send second payment to IC, within 2 weeks
- In the event you &/or your Back-up Doula support your client throughout labor/birth & the immediate postpartum period for longer than a total of 24 hrs, you will receive an additional payment of \$250 for Tiers 1-3, and \$400 for Tiers 4 and up. In this scenario you are responsible for sending written notice to Bloom Baby so that we may issue a new active invoice for the balance to be paid in full within two weeks post delivery.

Postpartum Doula

- Daytime: 4 hours minimum per shift (minimum contract 20 hours)
- Overnight: 10 hours per shift (minimum contract 20 hours)
- For minimum contracts of 20 hours, clients make one payment (50% of which is a non-refundable retainer)
 - BB will retain the full referral fee prior to sending IC payment, within 2 weeks
- For all other contracts, clients make two payments (50% retainer, 50% balance)
 - BB will retain the full referral fee prior to sending IC the retainer payment, within 2 weeks
 - Upon receipt of the balance, after the first shift, BB will send second payment to IC, within 2 weeks

Providing Back-Up Support

All Affiliated ICs are:

- Responsible for arranging back-up of similar level of experience or equal tier for every BB contract
- Expected to look for a BB affiliated doula first, to act as back-up support for BB clients
- Required to disclose to client when acquiring back-up outside of BB's network

- Willing to provide doula back-up to other BB affiliated doulas as often as possible

Birth Doula Back-up Guidelines

- Back-up attending the entire birth, primary doula pays 50% of full fee
- Back-up attending part of the labor, primary doula pays mutually agreed upon hourly rate

Postpartum Doula Back-up Guidelines

- Back-up arrangement must be in place, regardless of intended predictability in scheduling
- Primary doula pays back-up mutually agreed upon hourly rate for coverage provided

Independence

- IC shall not be held as an employee of BB, and shall not be treated as an employee of the company for any purpose, including but not limited to federal, state and local taxation purposes
- IC is responsible for providing services without the direction or control of BB, in accordance with this Agreement
- IC shall assume personal/professional accountability to all clients for whom services are provided
- Scheduling details and an organized record of service hours completed will be the direct responsibility of each IC and will not be held by BB
- BB is not liable for birth/postpartum outcomes nor any action or omission by IC, whether inside or outside IC's certification/scope of practice

Non-Exclusivity Clause

- Both BB and IC acknowledge and agree that IC is acting as an Independent Contractor
- IC may serve other clients and provide services independently, through solo practice or in conjunction with other businesses/agencies

Term of Agreement

- This agreement will become effective when signed by both parties. It will be renewed on an annual basis as needed, or sooner if requested by either party. When the term comes to an end there is no obligation for either BB or IC to enter a new agreement.
- This Agreement and the fees payable to BB are effective only for clients with whom IC has contracted with or met through BB on or after the date of signing this Agreement.

Termination of Agreement

- With reasonable cause, either BB or IC may terminate this Agreement, effective immediately upon giving written notice.
- Reasonable cause for BB to terminate this agreement includes:
 - A material violation of any terms herein
 - A breach of Client Contract terms
 - Receipt of Client Complaints
 - Any act exposing BB, BB Clients, &/or other Affiliated Doulas to liability, personal injury, or property damage
- In the event of termination, all fees owed to BB shall remain owed. IC will also remain responsible for completing all services contracted prior to the termination of this Agreement.