

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



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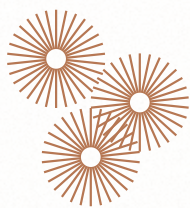
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"A woman, as long as she lives, will remember how she was made to feel at her birth."

ANNA VERWALL



REQUIREMENTS

PART 1



COMPLETE THE 16-WEEK IBP CORE TRAINING

Confirm that you have viewed and fully engaged with all videos and homework in the IBP Core Training program.



ATTEND 6 MASTERCLASSES & 6 PEER REVIEWS

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



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.



SUBMIT WITHIN 12 MONTHS OF IBP START DATE

Email your certification materials (tracking sheet, letter, business plan, and key takeaways) to hello@intentionalbirth.co with the subject line IBP CERTIFICATION: NAME



SCHEDULE YOUR CERTIFICATION INTERVIEW

Book your final interview [here](#).
We'll give you supportive feedback on your letter of intention and your business plan, and confirm that you have met all requirements for certification as an IBP doula.



COSTS TO CERTIFY

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





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.



LETTER OF INTENTION

PROMPTS



You do not need to answer every one of these questions. Just write 1-2 pages on what matters for you and your doula practice!

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 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.



BUSINESS PLAN

PROMPTS



You do not need to answer every one of these questions. Just write 1-2 pages on what matters for you and your business!

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 Core Training

☐ Week 1	☐ Week 9
☐ Week 2	☐ Week 10
☐ Week 3	☐ Week 11
☐ Week 4	☐ Week 12
☐ Week 5	☐ Week 13
☐ Week 6	☐ Week 14
☐ Week 7	☐ Week 15
☐ Week 8	☐ Week 16



Within 12 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.)

And schedule your final interview [here](#).

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:	_____

Accountability

☐	Letter of Intention
☐	Business Plan
☐	Certification interview (schedule here)



PART 2

MAINTAINING CERTIFICATION

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

①

REPORT 60 CONTINUING EDUCATION UNITS

At least 40 of these CE 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 CEs each. If you aren't sure whether something qualifies, just email us!

②

LETTER OF INTENTIONALITY

Write us a 1-2 page letter catching us up on your work. How have you evolved as a doula? What remains challenging? Where have you grown? What is your hope for your doula work in the next two years, and how will you achieve it?

Email hello@intentionalbirth.co with subject IBP RENEWAL: NAME, and attach both documents.



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 CEs. She emails hello@intentionalbirth.co to inquire. She is told that she can count 2 hours of this business training toward CEs.

WHAT COUNTS AS AN IB-SPONSORED CE?

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

- ☒ Masterclasses taught by Intentional Birth mentors
- ☒ IB Community guest masterclasses
- ☒ Mini trainings by Intentional Birth mentors
- ☒ Summits or series produced by Intentional Birth
- ☒ Workshops and retreats led by Intentional Birth mentors
- ☒ IB Community peer reviews (Double CEs if you share!)

WHAT ELSE CAN COUNT AS A CE?

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



RENEWAL LIST CONTINUED

Date and Name of Continuing Education experience	CEs Earned
• _____	_____
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• _____	_____
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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



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