

DOULA MENTORSHIP PROGRAM GUIDE

2025



My DOULA JOURNEY

I discovered my passion for pregnancy and childbirth when I was only 10 years old. My attendance at my baby sister's birth was the catalyst, and I did everything I could to prepare. From watching TLC shows to reading every book and documentary available. My parents even allowed me to name her! I was ecstatic and made to feel like a true part of the birth team. I went on to attend the birth of another baby sister two years later at age 12. And after 22 years of supporting families in the birth room, my love for this field has only grown.

As a Doula who has provided support to numerous families, including during the global COVID-19 pandemic, I understand the significance of having the right knowledge and guidance to build strong Doula/client relationships. I am committed to providing mentorship that will empower Doulas to gain knowledge, build confidence, and excel in the Birth space.

Let's walk together!

Kicashia ♥



"WE'RE HERE FOR A REASON. I
BELIEVE A BIT OF THE REASON IS TO
THROW LITTLE TORCHES OUT TO
LEAD PEOPLE THROUGH THE DARK."

— WHOOP! GOLDBERG

How It Works

01

INTEREST FORM

By filling out our Doula Mentorship Interest Form, we can learn about your needs and provide you with the best career guidance and support possible.

02

DISCOVERY CALL

During your scheduled Discovery Call, we will explore your short and long-term aspirations and identify how mentorship can enhance your journey.

03

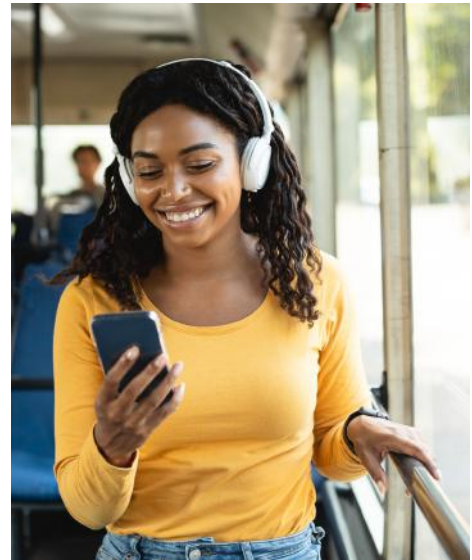
CHOOSE YOUR PROGRAM

Choose the Doula Mentorship Programs that suits your preferred learning style, availability, and budget. Each of our programs are able to be financed.

04

START YOUR JOURNEY

Next steps include signing a Mentorship Agreement, making your initial deposit, and scheduling your Mentee Welcome Session!



COMMUNICATION

OFFICE HOURS

Tuesday - Friday
10:00am - 4:00pm EST
Pittsburgh, PA

PHONE

(412) 444-8251

EMAIL

ElephantSongDoulas@gmail.com

SOCIAL MEDIA

@YourBlackDoula
@ElephantSongDoulas

GROUP DOULA MENTORSHIP



If you are a new or aspiring Doula looking to establish your own practice, this program is perfect for you!

Our **group mentorship** model provides foundational knowledge to help you build your new Doula practice.

WHAT YOU'LL GET:

- ✓ Doula Business Basics & tools for growth!
- ✓ Access to the “Dope Doula” Group Chat!
- ✓ Monthly Virtual Doula Meet-Up!... and MORE!

YOUR INVESTMENT

\$150/MONTH

*Three, Six, or Nine month packages available

ONE-ON-ONE DOULA MENTORSHIP



WHAT YOU'LL GET:

- ✓ Doula Business Essentials!
- ✓ Monthly Virtual 1:1 Session!
- ✓ Access to 1:1 Text Support... and MORE!

YOUR INVESTMENT

\$300/MONTH

*Three, Six, or Nine month packages available

If you're a newly trained doula seeking individualized assistance in launching your doula business, then this program is ideal for you!

Our **private mentorship** model offers 1:1 support tailored for new Doula practice owners.

*limited slots available

DOULA SHADOWING MENTORSHIP



WHAT YOU'LL GET:

- ✓ Structured Opportunities to Meet Potential Clients!
- ✓ Text & Phone support while you assist your clients!
- ✓ Your Practice added to our Doula referral list!... and MORE!

YOUR INVESTMENT

\$500/MONTH

*Six, Nine, or Twelve-month packages available!

If you are a trained Doula who wants to learn to build a Doula/Client relationship from beginning to end, this is the program for you!

Our **in-person Doula shadowing** model gives newly-trained and inexperienced Doulas the opportunity to learn hands-on. Doulas will interact with clients from initial consultation through postpartum.

*Separate application required

*limited slots available

DOULA BUSINESS MENTORSHIP



WHAT YOU'LL GET:

- ✓ Monthly 1:1 Business Mentorship Sessions
- ✓ Business Legalization Guidance
- ✓ Systems & Processes Development
- ✓ Access to Exclusive Resource Library
- ✓ Branding & Marketing Support

YOUR INVESTMENT

\$700/MONTH

*Three, Six, Nine, or Twelve-month packages available!

If you've already established your doula practice and are now navigating the challenges of growth, expansion, or sustainability—**Doula Business Mentorship** is designed just for you.

Whether you're finalizing your legal structure, working on branding, marketing your services, or creating systems for client acquisition and management—we'll help you move forward with clarity and confidence.

*limited slots available

ADDITIONAL SERVICES I



Pick My Brain Session

Designed for new and aspiring doulas who don't require ongoing support but, would like some insight into the Doula profession.

\$80
1 hour

Business Brainstorm Session

For new or established Doulas who are looking for short but, impactful business mentoring sessions. Practical tips for growth and sustainability.

\$180
1.5 hours

Social Media Audit

An in-depth evaluation of your current social media presence. Actionable steps to help increase your knowledge & impact.

\$280
1 hour
1 platform

ADDITIONAL SERVICES II



Social Media Bootcamp

Designed for new and aspiring doulas who don't require ongoing support but, would like some insight into the Doula profession.

\$380
2 hours

Content Creator Bootcamp

For new or established Doulas who are looking for short but, impactful business mentoring sessions. Practical tips for growth and sustainability.

\$480
2 hours

Social Media Management

An in-depth evaluation of your current social media presence. Actionable steps to help increase your knowledge & impact.

\$580
per month

FREQUENTLY ASKED QUESTIONS

Can I sign up for mentorship at any time?

Registration for Group Doula mentorship is open 4x/year. New cohorts begin every **January, April, July, and October**. Individual mentorship is available on a rolling basis.

Is Group Doula Mentorship best for me?

Group Doula mentorship is designed for birth professionals of any education or experience level. It is perfect for Doulas who value community & networking with other birth workers.

Is One-on-One Doula Mentorship best for me?

One-on-One Mentorship is ideal for newer Doulas who need more personalized support while building and growing their own business. This model also includes all the benefits of our Virtual Doula mentorship model.

Is Doula Shadowing best for me?

Our Doula Shadowing is an in-person model that is perfect for inexperienced Doula who lives in Pittsburgh, PA area, or is willing to relocate for the entirety of the program. A separate application for entry into the program is required.

Do you offer payment plans?

Yes! All of our mentorship programs can be financed via monthly payment plans.

GROUP MENTORSHIP MODULES

01

More Than “Just A Doula”

02

Doula Business Basics

03

Building Client Relationships

04

Before the “Birth Room”

05

The Postpartum Period

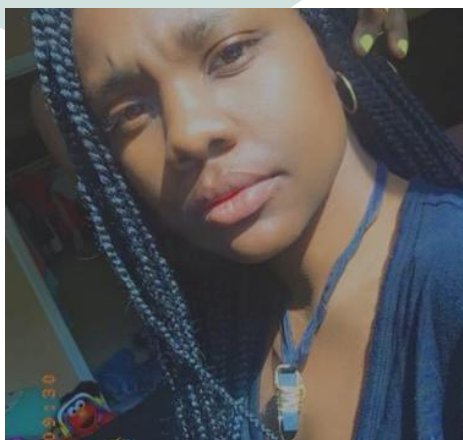
06

Sustainability In Birth Work

TESTIMONIALS

Cherrell Fulton **Birth Doula & CLC**

Since taking coaching sessions with Estelle, I have gone back to playing music, studying, meeting new people, contacting old friends. It has also helped me strengthen relationships with my family. Thank you so much for your support and help with this..



Shamel Green **"Shamel the Doula"**

I was expecting a session with Estelle where she would tell me how to make my life happy. Instead she taught me how to choose my own directions and grow as a person for unlimited happiness. I discovered the need to set goals, achieve them and celebrate.

Iyanna Bridges **"The Birthing Hut"**

"I am truly grateful for Kieashia's Elevate Your Social Media presentation to my Blacktivist BirthKeeper students, she was able to connect technology and social media to birthwork and make it relevant, engaging and supportive. Times are changing and social media is helping birth-work to become accessible."



Doula Mentorship is an invaluable tool to help you create a strong foundation in the birth work space.

With the ESDS Doula Mentorship Program you will expand your knowledge, build your network, and find your voice.

LET'S GET STARTED!

[CLICK HERE](#)
TO COMPLETE OUR MENTORSHIP INTEREST FORM

