

# Childbirth Instructor

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Giving birth is a beautiful and scary prospect for all new parents. Childbirth lessons help future moms and their families to prepare for the big day and any possible eventualities that might arise. A childbirth instructor coaches and prepares families to cope with the stress, pain and joy of bringing a new life into the world. If you have previous experience in the health care industry, this low cost and easy to run start up could be your next work at home job.

## Before The Start-Up, Let's Not Get Ahead Of Ourselves

Depending on where you live you will most likely be required to attend a course and receive certification before beginning your childbirth instruction service. While it is by no means required, any additional experience in the health care industry will significantly help your reputation and add an element of credibility to your service.

Do research in your area and decide on the best course to take, [Lamaze International](#) might be a good place to start your search.

## The Start-Up

To start your service you'll need to create an intimate space in your home to hold classes for women and their families. You'll need yoga mats for exercises and teaching instruments such as a white board and T.V to show informational videos.

Most instructors run one month courses which meet once a week. Although your teaching plan will remain the same for each lesson, different start dates and individual questions and concerns will make every lesson a little different from the last. Once you're busy you should be able to fill as many days of the week as you like. Its a good idea to offer evening classes in addition to day time classes to accommodate working parents.

## Making It Work

Plan each lesson carefully; most families will be very nervous the first time so ease into the course with humour and a relaxed atmosphere. It's a good idea to end the course off with a video of an actual child birth. Careful planning and a soft introduction should mean that after four lessons your families are ready for such a strong image.

Consider expanding your services to sell items like baby clothing and accessories. You could have an attractive display case that families could view before and after lessons. Start with a mix of general and niche items, until you are better able to gauge demand.

## Marketing

Market your services in the Yellow Pages, in newspapers classifieds and at OB/GYN offices. If you are

looking to expand your services considering developing a website. Register your site with local business directories and services such as Google Local if you live in the U.S.

## **Don't Forget**

You'll need to purchase informational materials such as books, videos and models. From time to time these will need to be updated either when they wear out or become obsolete. This is a hidden cost, don't forget to factor it in when doing your financial statements.