

Lactation Consultant

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Breast-feeding doesn't come quite as naturally as many might think. Many new mothers experience difficulty and even pain when learning to breast-feed. A lactation consultant teaches new moms to breast-feed correctly and offers a guiding hand through the breast-feeding process. Provided you have the right certification and experience, this rewarding work at home business can be started with little to no capital and has the potential to produce excellent returns.

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

Depending on where you live in the world you might require a license or certification before getting started. In some countries and states in the U.S. you are also required to hold a nursing degree. If you are a qualified nurse then you are perfectly positioned to start this business. If however you aren't a qualified nurse don't give up, contact your local department of health and find out the requirements in your country.

The Start-Up

Start-up costs can be kept to a minimum if you're on a tight budget. To get started you'll need reliable transport and a small collection of resource materials. These can be used both for your own learning and reference as well as to loan to clients. Check reviews and ratings on [Amazon.com](https://www.amazon.com) before making any purchases.

Most lactation consultants visit clients at their homes; stay in contact while you're on the road and consider buying a cell phone and hands free kit. Finally you'll need to take care of all your business stationary needs including a logo, business cards and an invoice and receipt template. Good branding is an important part of any growing business; [Elance.com](https://www.elance.com) offers excellent value for money packages that include a logo, letterhead and business card design.

Average rates are \$40 (USD) and up per hour, with payment usually collected after each consultation. Do research around town and find out what other consultants are charging before deciding on your own rate. If you notice a demand for several consultations in a row, you might consider offering a package discount.

Making It Work

It's important to stay calm and maintain a professional and caring outlook at all times. New mothers are often exhausted and frightened, while new fathers can feel helpless. Use education and success stories to help calm new parents and get them through this difficult period. Once a new mother can breast-feed properly the stress levels in the family will significantly decrease and you will have three happy clients.

Marketing

Mothers with new born babies love sharing their positive experiences, making this an excellent word of mouth industry. Work hard to create an overall positive experience worth remarking about; it shouldn't take too long for word of mouth referrals to start happening.

Until your day planner is full you'll need to do get the word out by advertising. Advertise your services in doctor's offices, nursing centres and ads in the local community newspaper.

Don't Forget

Unless you meet with clients at your home you'll be travelling a fair bit during your working day. Keep a careful note of all travel expenses and don't forget to include them when calculating income and expenses every month.