



MICHAELA OLOVSSON
DOULA & BIRTH PHOTOGRAPHER

PRICE GUIDE

www.michaelaolovsson.com



WELCOME

If you are here, it means you value freedom of choice in birth, a strong support system and most of all - you value the mental and physical health of you and your baby. You are working towards your dream birth and that is worth celebrating. With so much information available with the touch of a button it can become an overwhelming task figuring out what you want for your pregnancy, labour, birth and postpartum period. I am here to help you funnel it down and support you all the way through.

In this price guide you will find out what a doula is, what services I provide and how you can have me support you from start to finish. Enjoy!

Michaela



TABLE OF CONTENTS

01

INTRODUCTION

MEET MICHAELA

02 - 04

WHAT IS A DOULA?

AND WHAT DO I OFFER?

05

THE JOURNEY

WHAT HAPPENS NOW?

06-09

PACKAGES

THREE BEAUTIFUL OFFERS

10

PAYMENT

DEPOSIT & PAYMENT PLANS

11

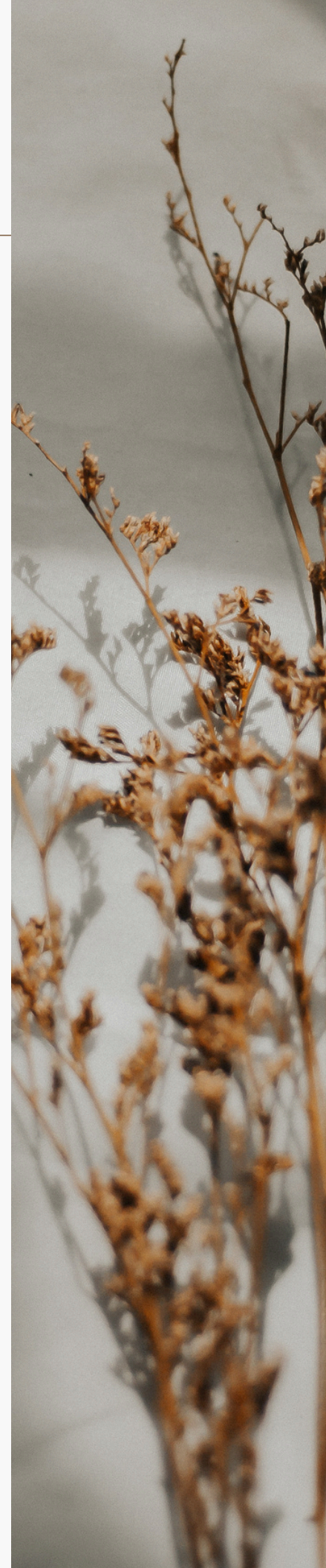
PHOTOGRAPHY

EXCLUSIVE OFFER FOR MY CLIENTS

12

LET'S MEET

BOOK YOUR FREE FACE TO FACE MEETING





MEET MICHAELA

Michaela to some, Mim to most and Mum to three. I am a Swedish turned Aussie and a total fool for all things babies!

My first introduction to birth was for the birth of my daughter Alexia. I have in the last few years been blessed with two more daughters, Millie & Sally.

Since then, I have been lucky enough to be invited to birth spaces as a birth photographer and recently decided that combining that with the role as a doula is my calling in life.

It is an honour to have you here, so thank you x



WHAT IS A DOULA

AND WHY DO I NEED ONE?

In this chapter, I will explain what a doula is, what a doula is not and what kind of support I offer. Grab a cuppa and allow yourself to read though this chapter carefully.



WHAT IS A DOULA

THE HELPER

The word Doula is a Greek word meaning “female helper” and that is simply what a doula is. I am your mental & physical support, your voice when you need it and there to provide continuity of care and support throughout.

My role during your pregnancy is to provide resources and research to help you find out what feels right for you and your family when it comes to delivering your baby.

We will work together to plan your birth wishes, work on releasing any fears you or your birth support may have, work together to create the birthing space of your dreams.

During labour and birth, my role is to support you and your birth partner, help create a calm environment to support the empowering birth you have worked for and ensure your birth space is respected, no matter where or how you choose to birth.

I have a complete non-judgmental approach and what is right for one mama will look totally different to another.

What a doula is not, is a midwife or obstetrician. We do not perform any medical checks, vaginal exams and do not diagnose or treat in any way.





WHAT IS A DOULA?

SERVICES I PROVIDE


Prenatal appointments

- Provide templates for birth wishes (inc VBAC, elective cesarea)
- Debrief of antenatal appointments
- Fear release meditations
- Provide resources for natural pain relief
- Guidance on Optimal Maternal Positions
- Guidance on acupressure points and massage
- Email and phone support from start to finish
- Provide evidence based resources and research to help you make informed decision suitable for you.

Labour & Birth Support

- Support for you and your birth partner
- Your voice in the room to ensure your birth wishes are respected
- Physical support through acupressure, massage and OMP support
- Provide positive affirmation cards and support
- Birth photography

Postpartum Support

- Advice on and help with nutrition
 - A helping hand in the home in the first few weeks of birth
 - Templates to use for visitors
- 



THE JOURNEY

You have decided you want a doula to support you through your journey, so what happens next?

1. Meet up

We meet face to face for a catch up to ensure I am the right fit for you and your family

2. Contract & Deposit

You receive your contract & deposit invoice - once that is signed and paid we move to the next step.

3. Welcome

Once the boring part is out of the way, we get started! We book in your prenatal appointments and you will receive a questionnaire where you tell me all about you, your hopes/wishes/fears that we will build your appointments around.

4. Prenatal appointments

We work through your questionnaire, discuss all things labour & birth and how to best work towards your dream experience.

5. Labour & Birth

We meet for the arrival of your baby. I am your voice, your calm and your support.

6. Birth Debrief

I meet you in the comfort of your home, bring you some good nutritional yumminess and we work through your birth experience.



PACKAGES

FOR EVERY BUDGET & EVERY WOMAN

My goal is to make birth support available to everyone. It is an investment for a reason; your birth experience may only be one day, but the experience will stay with you forever. However, I truly believe it should be within reach for everyone which is why I have created three beautiful packages to choose from.

There are flexible payment options, extra support for single mothers or surrogates and my services will always be free for bereaved families.

Michaela x

OAK

DOULA & BIRTH PHOTOGRAPHY SERVICE

WHAT'S INCLUDED?

- 2 x prenatal visits
- Unlimited email & phone support
- TENS machine hire included
- 50% off birth pool hire
- Unlimited hours of labour & birth support
- 1 x Fear release meditation
- Personalised essential oil blend to use for meditation & birth
- 2 x postpartum visits
- Welcome Gift upon booking
- Birth photography from active labour up to 3 hours postpartum

VALUE \$3550

YOUR INVESTMENT \$2840



PINE

FROM BEGINNING TO POSTPARTUM DOULA SERVICE

WHAT'S INCLUDED?

- 2 x prenatal visits
- Unlimited email & phone support
- TENS machine hire included
- Unlimited hours of labour & birth support
- 1 x Fear release meditation
- Personalised essential oil blend to use for meditation & birth
- 2 x postpartum visits
- Welcome Gift upon booking

VALUE \$2350

YOUR INVESTMENT \$1998



BIRCH

BIRTH DOULA SERVICE

WHAT'S INCLUDED?

- 1 x prenatal visit
- Unlimited email & phone support
- TENS machine hire included
- Unlimited hours of labour & birth support
- 1 x Fear release meditation
- Personalised essential oil blend to use for meditation & birth
- 1 x postpartum visit
- Welcome Gift upon booking

VALUE \$1800

YOUR INVESTMENT \$1599



PAYMENTS

OPTIONS & DEPOSIT

- Payment plans are available and can be flexible to suit your family. There are options for weekly, fortnightly or monthly payments and options to pay over 3 or 6 months.
Please note: final payment due one month before estimated due date
- A deposit of \$500 is required to secure your booking.
- TENS machine hire is on a "first in best dressed" basis
- Birth pool hire is available for \$250 and OAK package clients receive 50% OFF
- Single mothers and surrogate families are entitled to 20% OFF any package
- Bereaved families can request the BIRCH package free of charge as well as birth photography to capture memories for the family. Please note availability is limited for these services so please contact me as soon as possible.
- I truly believe that the right support at birth can be life changing and I do not want money to stop anyone from receiving the help they need. Please get in contact if funds are limited and we will work together to create a plan so you and your family can be comfortable while being supported.

PHOTOGRAPHY

MATERNITY - NEWBORN - FAMILY

RECEIVE 20% OFF
ANY PHOTOSHOOT
BOOKED WITHIN 1 MONTH OF
YOUR ORIGINAL BOOKING





READY TO WORK TOGETHER?

LET'S MEET!

Let's grab a coffee, meet somewhere outdoors and have a chat about you, your wants and needs and how I can best help support your family. Simply fill in the contact form on my website or email me [here](#) and I will find a suitable time for us to meet x





Questions?

HELLO@MICHAELAOLOVSSON.COM

WWW.MICHAELAOLOVSSON.COM

@MICHAELAOLOVSSONBIRTHS