



# *Empowering Breastfeeding Advocates: A Checklist for Success and Growth*

**Overcome key challenges and worries in providing ethical breastfeeding support, while enhancing your skills and boosting your income.**

# Hey!

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WELCOME!

*If you're a dedicated breastfeeding advocate who feels overwhelmed by the challenges of providing ethical, high-quality support while striving to grow your business, this checklist is for you!*

*It addresses your fears of not meeting clients' breastfeeding goals, the struggle to stay current with best practices, and the worry of how to balance compassionate care with business success. Implementing these action items is crucial to overcoming these obstacles and achieving your dream of empowering families with exceptional breastfeeding guidance.*

*My name is Dee Bell, and I am the founder of The Infant Feeding Academy. With a deep passion for nurturing the bond between mothers and their babies, I have dedicated my career to empowering breastfeeding advocates like you.*

*At The Infant Feeding Academy, we strive to provide the highest quality education and resources to help you support families ethically and effectively, ensuring every mother can achieve her breastfeeding goals while you grow your impactful practice.*



Dee Bell RM. IBCLC & Specialist Tongue-tie Practitioner

**Are you ready?**

**LET'S BEGIN!**

*Dee  
Kx*

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EMPOWERING BREASTFEEDING  
ADVOCATES: A CHECKLIST FOR  
SUCCESS AND GROWTH

Instagram: [@infantfeedingacademy](#)

Website: [www.theinfantfeedingacademy.co.uk](http://www.theinfantfeedingacademy.co.uk)

STEP ONE



### **STAY INFORMED ON BREASTFEEDING BEST PRACTICES**

Keeping up with the latest breastfeeding techniques and research can be challenging. Empower your practice with the latest knowledge to deliver exceptional breastfeeding support. Subscribe to reputable breastfeeding journals, attend relevant webinars and conferences, and join professional organisations for updates.

STEP TWO



### **DEVELOP CLEAR COMMUNICATION STRATEGIES**

Miscommunication with families can hinder your effectiveness. Master the art of communication to foster trust and understanding with every family. Use simple, jargon-free language, actively listen to parents' concerns, and provide written summaries after consultations.

STEP THREE



### **CREATE PERSONALISED SUPPORT PLANS**

Generic advice often fails to address individual needs. Tailor your guidance to meet the unique needs of each mother and baby for lasting success. Conduct thorough initial assessments, develop customised care plans, and regularly review and adjust plans as needed.

STEP FOUR



### **LEVERAGE TECHNOLOGY FOR VIRTUAL CONSULTATIONS**

Limited access to in-person consultations can restrict your reach. Harness the power of technology to support more families, anytime and anywhere. Offer video call consultations, use secure messaging apps for follow-ups, and create online resources for clients.

STEP FIVE



### **BUILD A REFERRAL NETWORK**

Limited professional connections can hinder comprehensive care. Create a strong network of professionals to enhance your support and grow your business. Network with local healthcare providers, join professional groups and forums, and collaborate on joint events or workshops.

STEP SIX



### **MARKET YOUR SERVICES EFFECTIVELY**

Attracting new clients can be difficult without effective marketing. Amplify your voice and reach more families with strategic marketing. Develop a strong online presence, use social media to share success stories, and offer free initial consultations or workshops.

STEP SEVEN



### **OFFER EDUCATIONAL WORKSHOPS AND WEBINARS**

Lack of client engagement and education can be a major challenge. Inspire and educate by sharing your expertise through interactive workshops and webinars. Plan regular workshops on relevant topics, promote events through social media and email, and gather feedback to improve future sessions.

STEP EIGHT



### **GATHER AND SHOWCASE TESTIMONIALS**

Proving your value to potential clients can be tough without evidence. Let your satisfied clients be your best advocates by sharing their success stories. Request testimonials from happy clients, display testimonials on your website, and share success stories on social media.

STEP NINE



### **CONTINUOUSLY IMPROVE YOUR SKILLS**

Feeling stagnant in your professional development can be demotivating. Commit to lifelong learning and keep growing as a leader in breastfeeding advocacy. Take advanced training courses, seek mentorship from experienced colleagues, and set aside time for regular skill updates.

STEP TEN



### **PRACTISE SELF-CARE AND PREVENT BURNOUT**

High levels of stress and burnout are common challenges. Prioritise self-care to stay energised and passionate about your vital work. Schedule regular breaks and downtime, engage in activities that rejuvenate you, and seek support from peers and mentors.



# *Take Action and Transform Your Practice*

Balancing your aspirations with family life while ensuring a sustainable income is no easy feat!

We understand the struggles you face as a breastfeeding advocate, from providing top-quality support to your clients to managing the demands of your personal life and business growth. Your journey is important, and every step you take is a testament to your dedication and passion for helping families achieve their breastfeeding goals.

This checklist has provided you with a strong foundation to overcome your challenges and develop a plan of action to grow your business. By implementing the action items, you are well on your way to success!

Each step you take brings you closer to creating a thriving practice that supports families ethically and effectively while ensuring your own sustainability and growth.

## **We invite you to reach out for further support.**

At The Infant Feeding Academy, we are here to help you take your progress to the next level. If you have any questions or need additional guidance, please get in touch with me via email or visit our website. Together, we can achieve even greater success in your vital work as a breastfeeding advocate.

## **FIND ME AT:**

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**FIND OUT MORE**