

Postpartum University®

An organization and community devoted to women’s health and vitality in the postpartum years.

We exist to... [be clear. What is the thing you want to be known for? What is the mark you want to leave on the world? What’s the purpose of your business?]

We believe care centered around a mother's wisdom and the unique needs of her family is foundational to global health and healing.

Our mission is to work with women and professionals to:

- Statistically lower PMAD rates across communities and our world at large using our effective whole-body approach to health and well-being.
- Bridge the mind-body gap by providing evidence-based information to the ties between physiological needs, trauma, and quantum physics, and their overall necessity in health and healing.
- Break generational trauma within women and families. This establishes women in leading healthy abundant lives while creating healthy relationships and bonding that build safe and loving communities.
- Provide trustworthy and respectable information that blends the best of evidence-based information, cultural and traditional studies, and women’s wisdom. We join medical and holistic practices with the intention of coming home to truth and healing above all.

Our Values:

<ul style="list-style-type: none">● Leadership● Innovation● Revolutionary● Prosperous	<ul style="list-style-type: none">● Purposeful● Trustworthy● Bold● Sacred	<ul style="list-style-type: none">● Autonomy● Community● Transformative● Growth Driven
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Our Strategy is [how are you going to reach your mission and follow your purpose? Are you working with providers? Moms? How are you reaching them? This should be your biggest defining factor; the thing that makes you very different from everyone else.]

Our Brand is [how you communicate and are perceived by people. It’s the personality of a company that helps people feel a certain way about what your company does. Generally, this is expressing YOU. And it’s not something you create first!!!!]

Personal AND Business Principles:

- Ground yourself.
- Remember who you are.
- Family comes first.

- Be open-minded and radically transparent (and stand for your beliefs). There is nothing to fear from truth and integrity. Demand the same from others. (Don't worry about looking good. Worry about meeting goals.)
- Look to nature to learn how reality works.
- Evolving is life's greatest accomplishment and its greatest reward (and it comes through "failure"). Pain and Reflection is progress.
- Identify the root cause of problems and don't tolerate them. Weaknesses don't matter, solutions do.
- Make decisions effectively. Biggest decision threats 1. Emotions, 2. Involves both learning and then deciding.
- Only take advice from those who are qualified to give it, and don't believe everything you hear.
- Simplify!
- An organization is a machine consisting of culture and people. Focus on this when time.
- Hire right, because the penalties for hiring wrong are huge. The WHO is more important than the WHAT. Constantly train, test, evaluate, and sort those I work with. People are your most valuable resource.
- Build an organization around specific goals and KPIs, not tasks.

Financials (GOAL) are

Our Voice is [how you speak to your audience and your clients. WHO are they and what do you need to say?]

Marketing Details consist of [make a few points of things you value most. Are you going to be sharing science? Stories? Education pieces? And of what? Be brief here and use the channels below to provide more details.]

Distribution:

Website (SEO):

Email:

Podcast + Blog:

Social Media Content, Engagement, Strategy:

Advertising:

Funnel System(s):

Standard Operations:

- Consistent social media posts with relatable, profound, and action-oriented content.
- Podcast episode releases once per week.
- One email sent per week minimum.
- Personal potential clients must schedule a consult, fill out a form, and meet health/wealth/willingness criteria.
- Reach out to 5 potential PR/media/advertising positions per week.
- Weekly/Monthly check-ins with team.

Support Systems: includes an array of individuals who serve as an exceptional, dedicated team to forward improve the company's mission.

- **CEO/Founder:** Face of brand to public. Does interviews, voice of podcast, conducts research, creates programs, supports 1:1 clients, holds team meeting, oversees goals and KPIs, and oversees company in its entirety.
- **CFO:** Manages bookkeeping, financial reports, taxes, and financial advising.
- **Executive Assistant:** Carries out the tasks of daily/monthly activities, funnel improvements (sales pages, landing pages, OntraPort system), answers general questions and solves billing/tech issues for programs, overall advisor, manages science center, and general projects assigned by CEO/Founder.
- **Social Media Manager:**