

REBRAND TREATMENT



The Divine Flower Child

Bringing in Life fully Supported

The Divine Flower Child

Meet Kyra Lynn Betts - Doula



“The experience of pregnancy and birth has evolved over the years, especially in today’s modern era. I believe the need for caring, sensitive and knowledgeable support during this time is imperative. I see every pregnancy and birth as an opportunity for education and growth and as a Doula, I feel honored to be able to contribute my expertise to people in the greater Saint Louis area.”

Kyra Lynn Betts is a St. Louis, Missouri native with a passion for birth and child work. Kyra became a doula after coming across striking information regarding the maternal mortality rate of African-American women across the U.S. After having her own bundle of joy in late 2020, it was time for a rebrand.

Rebrand Opportunities

LOGO CREATION

Currently there is not a logo for the brand. There is always a need for a base image recognition

CREATION OF CLIENT AGREEMENT PACKAGE

Currently the website is obsolete and best used for scheduling purposes. This agreement will make it easy to rely all relevant information regarding services and prices.



WHY REBRAND

Brand Treatment & Redesign Goals

The Divine Flower Child brand want to ensure their clients that they are present and will bring a warmth to child birth that is often disregarded through traditional medical practices. While emphasizing the need for additional advocacy and support to African-American women; as their maternal mortality rate is the highest in the country- regardless of class standings.

COLORS



TYPOGRAPHY

Argent- Heading

Argent Light- Subheading

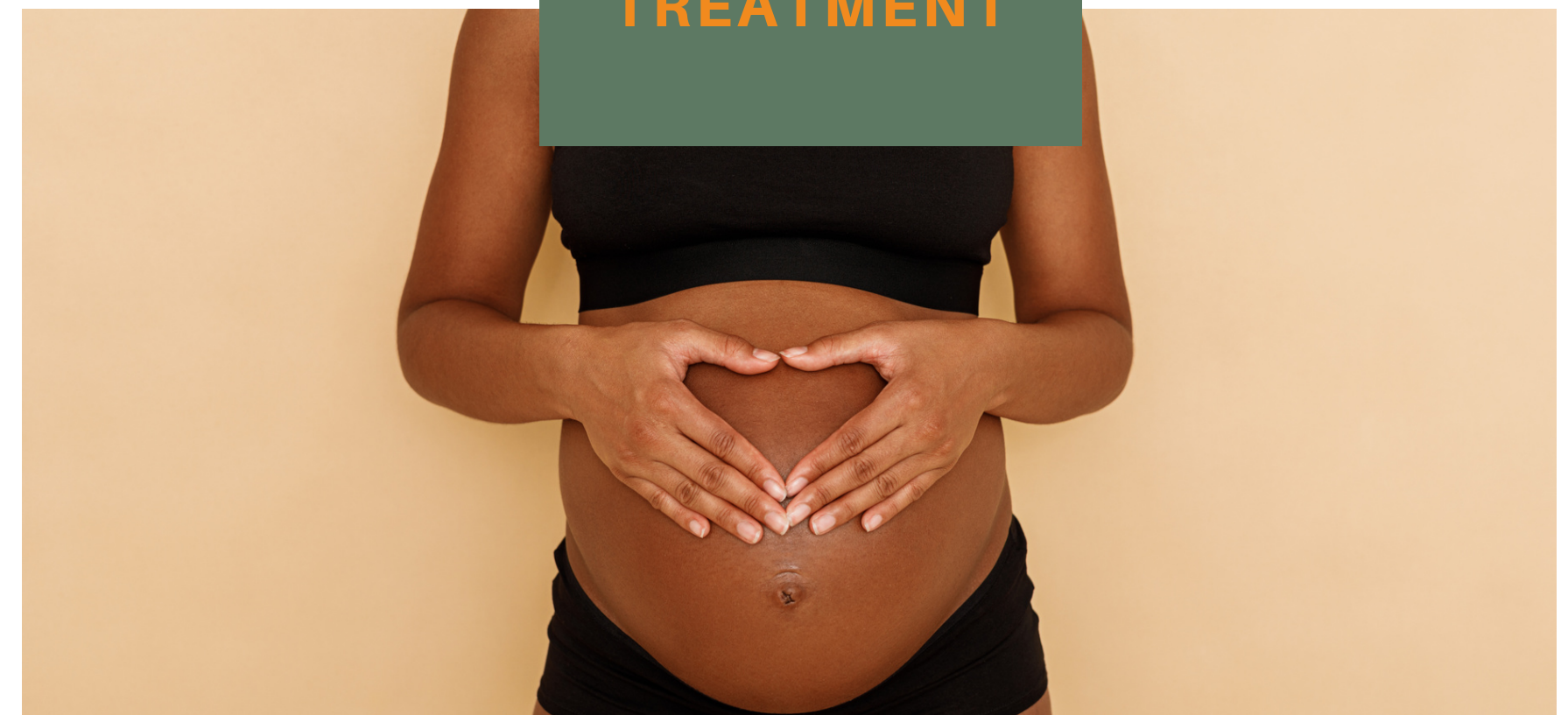
Agent Thin- Body of Text

Client Service Menu

With the creation of the *Client Agreement Package*, this menu can be provided to clients to inform them of the services provided and their price point.

Client Contract

A simple agreement to follow the menu in the *Client Agreement Package*, to select services and disclose all legal information.





BIRTHING AND POSTPARTUM SERVICES

1 ON 1 PRENATAL/ POSTPARTUM VISIT

Face to face or virtual visits with your Doula to discuss doctor visits, research and development and guide one through the hills and valleys through pregnancy and parenthood

RESEARCH AND EDUCATION

Information provided to client by your Doula on best pregnancy and birth practices, provide additional clarification to request from doctors, assist in increasing parent knowledge on items baby may use/ encounter

BIRTH PLAN DEVELOPMENT

A fluid and flexible plan that includes are wants, needs and limitations of mother to follow for delivery.

LABOR SUPPORT

Your Doula will be on site and assist in labor process and advocate for client wishes and needs to other medical staff.

CHILD DEVELOPMENT AND PARENTING CLASSES

Your Doula will provide you with a resource list of classes your Doula teaches or are being offered at credible sites.

PACKAGES & ADD ON SERVICES

FULL BLOOM

\$850

Package Includes: 3 Prenatal session, Guided birth plan development, Research and development support t. 1 Assistant Breast Feeding session, 2 PostPartum visits, Labor support and on call service 2 weeks to delivery

PETAL

\$650

Package Includes: 2 Prenatal sessions, Guided birth plan development, Research and development support, 1 Assistant Breast Feeding, 1 PostPartum visits, Labor support and on call service 2 weeks to delivery

SEED

\$450

Package Includes: 1 Prenatal session, Research and development support, 1 session of assistant Breast Feeding, Labor support and on call service weeks to delivery

PRENATAL

\$25/HR

An additional 1 on 1 session to the discretion of the client.

POSTPARTUM

\$35/HR

An additional 1 on 1 session to the discretion of the client.

LACTATION CONSULT SESSION

\$50

Assistance with latching and best feeding practices. This additional service comes 2 additional feeding visits.

WWW.THEDEVINEFLOWERCHILD.COM

SERVICE MENU



THE DIVINE

20

21

FLOWER CHILD

Kyra L. Betts

Full Spectrum Doula, Child Care Attendant, Informed Birth Advocate, Certified Lactation Counselor

314-387-8181 314-329-5003

Kyrabetts@thedivineflowerchild.com

Thank you for selecting The Divine Flower Child for your doula and child services. Below, please select your services.

Birthing Packages

Select One		
	FULL BLOOM	\$850
	PETAL	\$650
	SEED	\$450

Optional Add on Services

Quantity		
	PRENANTAL	\$25
	An additional 1 on 1 session to the discretion of the client.	
	LACTATION CONSULT SESSION	\$50
	Assistance with latching and best feeding practices. This additional service comes 2 additional feeding visits.	
	POSTPARTUM	\$35
	An additional 1 on 1 session to the discretion of the client.	
	TOTAL	\$000

Upon signing of this contract, I will be acting as your Doula. Primary contact should go through 314 329 5003. This is a number specifically for client use and all text communication will be returned with in 4 hrs. In the event of an urgent event, please call the number and not text. A labor go plan will be set in place by 32 weeks.

Client SignatureDate

Kyra L BettsDate

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CLIENT
CONTRACT







Kyra L. Betts

Full Spectrum Doula, Child Care Attendant, Informed
Birth Advocate,
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Date

Kyra L Betts

Date



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