



Metro Mommy Agency LLC

Background

I started Metro Mommy Agency in 2015 after having my third son. The inspiration behind it was my desire to offer support to families during pregnancy—providing them with informational, emotional, and physical assistance to navigate through this crucial time and ensure a positive birth experience.

My decision to enter the doula business stemmed from my own positive birth experiences. In Chattanooga, Tennessee, I found a midwife who aligned with my birthing plan, and this experience was transformative. It sparked a passion to help others have similarly empowering experiences.

As part of the agency model, I work alongside other doulas who directly service clients, allowing me to focus more on consulting, training, and developing the Doula Workforce in South Florida. The services for expectant families include prenatal visits focused on childbirth education, continuous labor support, coping mechanisms, mindset redirection, and shared decision-making during labor. Postpartum, we assist with lactation, ensuring every baby has access to breast milk in the critical first hours, and we follow up with a postpartum visit at their home.

For those interested in working with me, the process starts with filling out an interest form on my website. We then proceed to a consultation, an opportunity for mutual exploration and discussion of expectations. If they decide to proceed, we handle paperwork, invoices, and payments, offering flexibility for those on Medicaid or with insurance.

The continuous support extends beyond the birth, with families having access to us via text, call, or email during a two-week period before and after the due date. It's a holistic approach, and hopefully, we get invited to the baby's first birthday party.

Solution

The Miami-Dade Business Navigator Program is funded in part through a cooperative agreement with the U.S. Small Business Administration arrived at just the right time, offering the technical support I needed. I received assistance from various spokes such as StartUP FIU Local & Miami-Dade Chamber of Commerce along with the Florida SBDC at FIU that was the hub under the program. I had experience with various incubators and business coaching, the MDBN program provided a more detailed and personalized approach. The online accessibility of resources was particularly valuable given my busy schedule.

The MDBN facilitated connections to resources instrumental in obtaining certifications for my business. It offered guidance in refining my strategy on platforms like Google and LinkedIn. A standout advantage was the support in creating an action plan for my business. Initially lacking a finished business plan, the program guided me in pausing, strategizing, and evaluating what was effective and what needed improvement.

Through this reflection, I identified my strengths and areas where I needed to focus. This process led me to realize that maternal health consulting, pursuing grant opportunities, and securing contracts aligned with my business goals. Moreover, it highlighted the importance of building capital to establish a stable team independent of grant funds, which has been a significant value gained from the program.

From the Owner:

“If you're an entrepreneur just starting out, it can feel overwhelming and challenging to navigate all the available resources. Sometimes it's hard to know where to go or look. Tapping into a program like the Miami-Dade Business Navigator Program that provides resources that would take years to find, all in one place. The expertise offered is invaluable, and keeping yourself and your business close to an expert is crucial. My advice is to tap into resources, don't be afraid to be a student again, take notes, listen, and follow instructions. It's not time wasted; you're tapping into someone who has already figured it out, and that's the way to defy time. As new entrepreneurs, tap into resources and embrace being a student again.”

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