

Starting *your* private lactation business with The Lactation Network



We've outlined 10 steps to starting a small business before you partner with TLN.



Partnering with The Lactation Network (TLN) helps International Board Certified Lactation Consultants (IBCLC) grow their practice.

We handle the insurance reimbursement process so you can focus on *your* patients. For IBCLCs thinking about starting a private practice, we have outlined 10 steps to starting a small business before you partner with TLN.

Follow along to get set-up →

Overview

- ① Write a business plan
- ② Choose a business structure
- ③ Find a location
- ④ Choose a business name
- ⑤ Register your business
- ⑥ Get your federal and state tax IDs
- ⑦ Check on your state licensures and permits
- ⑧ Open a business bank account
- ⑨ Get business and limited liability insurance
- ⑩ Promote and market your business

01

Write a Business Plan

A business plan is a document that describes how your business will achieve its goals. Your business plan doesn't need to be fancy or formal. Just organize your thoughts in a way that you can easily understand. This is an important start to your business since it should include risks and opportunities, so you are prepared for future challenges. Most importantly, if you are planning on seeking a loan from a bank or a private investor, a business plan shows you are taking your business seriously and will help any investor understand how you plan to achieve your goals.

Key elements of a business plan include:

1. COMPANY DESCRIPTION

Provide an overview of the services you will offer and the customers you will serve. Include details on your business structure and where you will operate your business.

2. MARKET RESEARCH AND PRICING

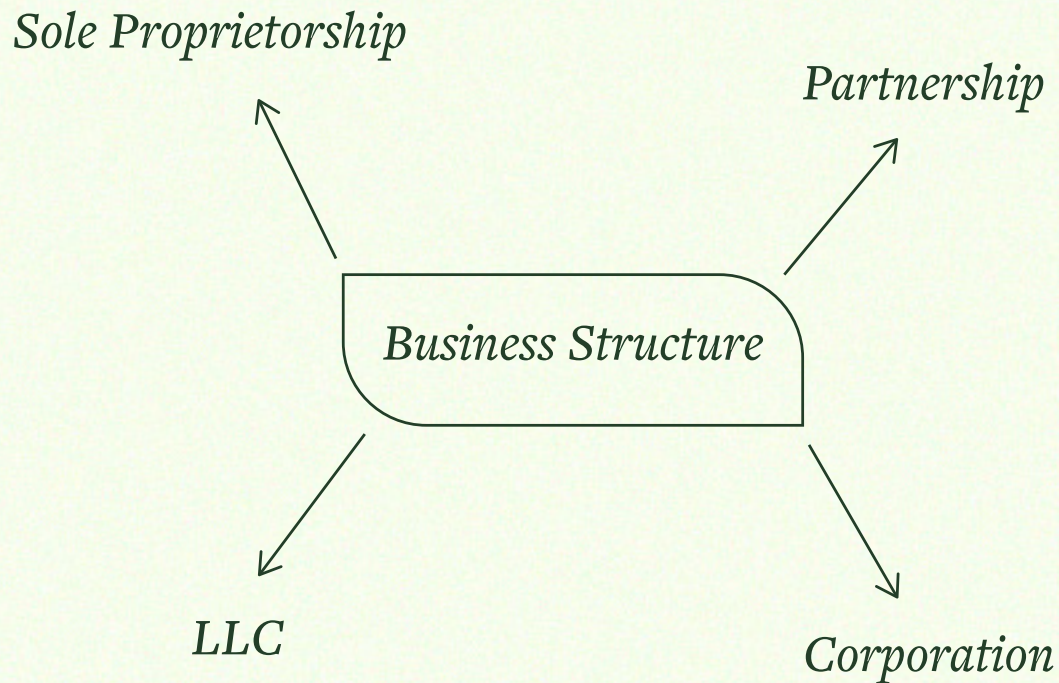
Describe who your customers are and their challenges. Understand who else is offering lactation services in your area. Plan out your pricing strategy based on your market research, what overhead expenses you have, and what your customers are willing to pay.

3. MARKETING STRATEGY

Think about how you will reach your customers and what methods you will use.

4. FINANCIALS

Calculate your start-up costs before you launch and plan how you will pay for those costs. Estimate your monthly business expenses and set your financial goals based on the amount revenue you believe you can generate.



02

Choose a Business Structure

One of the most critical steps to consider when starting a business is selecting your business entity structure. This decision will impact several essential components of your business, such as taxes and personal liability, so it's best to consult with an attorney and an accountant for advice.

Common business structures include Sole Proprietorship, Partnership, and Limited Liability Company (LLC). Learn about the differences [here](#).



03

Find a Location

Once you select the business entity structure, you need to choose a location. That doesn't mean your business has to have a brick-and-mortar location. As far as registering your business goes, it means the location where your business entity will be organized or incorporated, and the address you use for tax filings, receiving essential documents from government agencies, or your business bank account. Consult with an attorney when deciding your location.



04

Choose Your Business Name

Here's where it gets fun! Pick a name that reflects what you do and what you represent. This name should be unique, so you make sure no one else is using the name. Most states offer a "Business Name" search function on their state business websites.

Once you pick your name, check with your attorney to decide whether or not you need to register your name.

05

Register Your Business

Your business entity structure and location will determine how you register your business. In some cases, you do not need to register at all.

It's best to consult with your attorney and accountant on this one.



06

Get Your Federal & State Tax IDs

Your tax ID is also known as your Employer Identification Number (EIN). Your EIN is used to identify a business entity so you can pay state and federal taxes.

Applying for an EIN is a free service offered by the Internal Revenue Service.

Some states also require a state tax ID number. Be sure to check your state's revenue website for requirements.

07

Check on Your State Licensures & Permits

You'll have to research your state*, county, and city regulations. Industry requirements often vary by state. Visit your state's website to find out which permits and licenses are required.

Since there is no process for national licensure, the licensing of IBCLCs is state-specific. The goal of licensure is to ensure public safety and that only qualified professionals are providing lactation consulting services.

From our understanding, the following states currently have licensure laws covering the provision of lactation or breastfeeding services or counseling:

- Rhode Island
- Georgia
- Oregon
- New Mexico

*Each state has additional requirements for starting and operating a business. For information, please refer to your state's website.

09

Get Business & Limited Liability Insurance

There are many types of [business insurance](#) that you may consider based on your business structure and your business setup. It's best to speak with a qualified insurance agent to determine what coverage is best for your practice.

The Lactation Network (TLN) requires our contractors to maintain liability insurance coverage under an occurrence-based policy relating to Services provided by Contractor in minimum amounts of One Million Dollars (\$1,000,000.00) per occurrence and Three Million Dollars (\$3,000,000.00) annual aggregate or such higher amounts as may be required by applicable law.

You can purchase it yourself directly through groups like [CM&F Group](#), [Nicholas Hill Group](#), [Proliability](#), or go through a registered agent.

10

Promote & Market Your Business

Creating your business website is essential to marketing your business. Tools like [WordPress](#), [Wix](#), [GoDaddy](#), and many other [website builders](#) now make it easier than ever to create your website without the need for an engineering background or any web development experience.

To promote your business, you should consider both digital and traditional marketing methods.

Digital Promotion

- Social media platforms such as Facebook, YouTube, and Instagram
- Business review websites like Google My Business, Bing Place, and Yelp
- TLN provides useful tips for growing your business in our newsletters. We also have a robust Marketing Toolkit to help you setup and use social media effectively.

Traditional Promotion

- Flyers and Business Cards
- Networking with other women's health providers (i.e. Doulas, Childbirth educators, Chiropractors etc.)
- Reaching out to local Pediatricians, OB/GYNs, and birth centers



That's it!

We can't wait to
welcome you to
the *network!*

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