



Guided By You
Midwifery

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Presentation

Presented by Emma Lawless



Presentation Agenda

MAIN TOPICS

My philosophy

Guided by you vision

Consistent support

Midwifery services overview

Service areas covered

Next steps

If you are feeling unsure, overwhelmed or want something more personal for your pregnancy and birth, this is where your journey begins.

A Holistic Philosophy of Care

PERSONALISED AND COMPASSIONATE SUPPORT

I provide one-to-one, evidence-based care that honours your unique journey.

Focusing on emotional wellbeing and physical safety, ensuring every family feels heard, respected, and empowered from pregnancy through to the postnatal period.

The Guided By You Vision

Empowering Your Birth Journey

My vision is built on continuity of care and informed choice. I am committed to walking alongside you, providing the time and expertise needed to navigate pregnancy with confidence.

Whether at home or in the hospital, your values and wishes always lead the way.

Consistent Support

The continuity of care model ensures you are supported by myself from pregnancy through birth and beyond. This relationship builds deep trust, reduces medical interventions, and significantly improves clinical outcomes and emotional wellbeing for both mother and baby.



MIDWIFERY SERVICES OVERVIEW



Personalised Antenatal Care

Comprehensive check-ups in the comfort of your own home, supporting you and baby through physical health, birth planning and emotional wellbeing, ensuring every question is answered.



Empowering Birth Support

Whether you choose a home birth, HBAC, or hospital delivery, I provide continuous presence and advocacy. My role is to ensure you feel safe, heard, and in control throughout labour.



Nurturing Postnatal Care

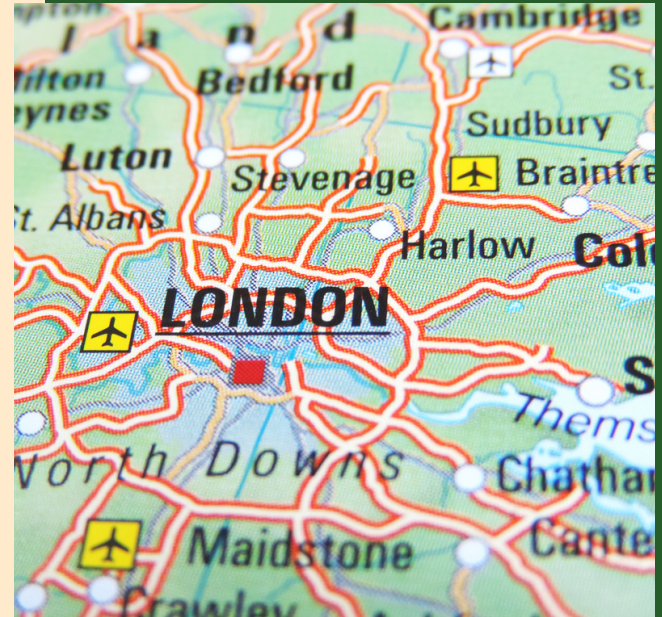
Dedicated support during the "fourth trimester." Assisting with feeding challenges, newborn health checks, and maternal recovery, helping your family transition smoothly and confidently into parenthood.

Servicing Essex, London and Hertfordshire

Bespoke Midwifery care across these areas

Guided By You Midwifery provides expert, personalised care throughout Essex, London, Hertfordshire and surrounding areas.

Bringing professional clinical support and holistic guidance directly to your doorstep, ensuring high-quality maternity services are accessible across these key geographical areas.



I only take a limited number of clients to ensure personalised care

Prioritising Informed Choice

Empowering Your Birth Decisions

My approach centres on your autonomy, offering a supportive environment where your preferences are respected and your health goals prioritised.

I provide evidence-based information and professional guidance, ensuring you remain the primary decision maker throughout your unique pregnancy and birth journey.

Your Individualised Journey

Creating a tailored
care plan that aligns
with your
preferences.

Continuous professional
presence and
advocacy during your
delivery experience.

Initial
Consultation

Booking
Appt

Antenatal
Care

Labour &
Birth

Postnatal
Care

Meeting by videocall or
in person to discuss your
specific needs

Comprehensive clinical
check-ups and
emotional support
throughout your pregnancy.

Expert guidance
during the first
weeks of your
postnatal period.

I believe every woman deserves to feel supported, heard, and safe. My role is to provide professional expertise, evidence-based care and compassionate support, empowering you to guide your own unique journey with confidence.



Emma Lawless

Founder and Private Midwife

Expertise and Compassion



Academic Distinction

First-Class Honours degree in Midwifery, driven by a personal passion for empowering birth experiences.



Clinical Excellence

Over 12 years of experience in NHS units and private midwifery settings.



Home Birth Specialist

Expertise in homebirths, including HBAC and birthing outside of standard clinical guidelines.



Award-Winning Care

Award for Excellence in Care & Runner-up Midwife of the year 2022.



True Continuity

One-to-one support from pregnancy through birth and the postnatal period.



Evidence-Led Empathy

Providing unhurried, evidence-based care tailored to your needs.

Booking your Consultation Today

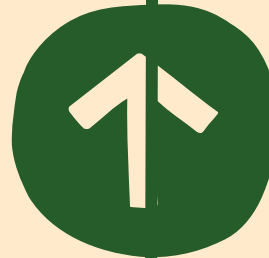
Embarking on your midwifery journey is simple and stress-free.

Follow these four easy steps to connect with me and begin your personalised pregnancy care experience.



Visit my website

Navigate to:
Guidedbyyoumidwifery.com
to explore my personalised care options



Submit Contact Form

Fill out simple contact form with your details



Schedule Your Call

Select a convenient time for your consultation call



Let's Connect

A relaxed conversation to understand how I can best support you on your journey

A close-up photograph of a woman with dark hair, wearing a purple strap, holding a newborn baby. A man with short hair is leaning over her, looking down at the baby. The baby is wrapped in a white towel. The text "YOUR JOURNEY YOUR BIRTH MY SUPPORT" is overlaid on the right side of the image. A decorative heart symbol is at the bottom right.

**YOUR JOURNEY
YOUR BIRTH
MY SUPPORT**





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