

30+ Ways to Build Income and Impact as a Death Doula

There are many ways to support people through end-of-life, from vigil work and family transition support to coaching, education, and digital products. Death doulas can find meaningful roles anywhere people need guidance or preparation, building careers that fit their strengths and interests.

Low Effort / Quick Start

1. Social media content – Share tips, bust myths, monetize via sponsors, affiliates, or driving traffic to courses.
2. E-books or guides – Practical guides like “How to Talk About Death With Family” or “Digital Legacy Made Simple.”
3. Digital toolkits / planners – Instant-sale products like planners, checklists, or conversation guides.
4. Printable resources – Journals, memory prompts, and checklists for death prep or grief.
5. Curated product kits – Grief comfort kits, self-care boxes, or digital legacy bundles.

Medium Effort / Medium Revenue

1. Bedside support / vigil services – Traditional doula work supporting clients and families during the dying process.
2. Paid webinars – 1-2 hour live sessions on end-of-life prep, grief, or legacy creation.
3. Online mini-courses – Step-by-step teaching programs with optional upsells.
4. Email newsletter (paid tier) – Exclusive insights, templates, and interviews.
5. Private coaching – One-on-one guidance on planning, grief, or creating a legacy.
6. “Death prep” challenges – 7-30 day guided programs to motivate participants to take actionable steps.
7. Grief literacy workshops for caregivers – Teach emotional labor management for family or professional caregivers.
8. Life review sessions – Help clients record stories, memories, or personal messages for loved ones.
9. Community workshops – Host talks at libraries, community centers, or wellness spaces.
10. Corporate wellness sessions – Employee education on grief, end-of-life planning, and emotional resilience.
11. Digital estate prep coaching – Guide clients in organizing digital accounts, passwords, and online legacy.
12. Legacy content production – Record, edit, and produce memory videos, digital scrapbooks, or personal stories.
13. High-touch private clients – Comprehensive coaching packages for planning, legacy, and grief support.

14. Pre-death support packages – Offer a structured program that combines coaching, planning, and occasional in-person check-ins with clients nearing end-of-life.

High Effort / High Revenue

1. Speaking engagements at conferences – Paid talks at wellness, mental health, or life-planning events.
2. Death-themed retreats – Multi-day immersive experiences focused on life prep, grief, and legacy creation.
3. Corporate training programs – Educate HR teams on anticipatory grief, employee support, and end-of-life planning.
4. Membership communities – Ongoing access to live Q&A, resources, templates, and peer support.
5. Online group coaching – Structured group sessions for grief, legacy prep, or planning conversations.
6. Podcasting – Interview experts, provide tips, and monetize through sponsors or audience support.
7. Virtual support groups – Facilitate online communities for those processing grief or preparing for end-of-life.
8. Digital courses for young adults – Focus on emergency prep, digital legacy, healthcare proxies, or life planning.
9. Corporate retreats or workshops – Teach anticipatory grief and legacy planning in immersive sessions.
10. Interactive online tools – Build calculators, templates, or quizzes for legacy planning or grief literacy.
11. Niche content creation – For YouTube, TikTok, or Instagram, offering paid mini-courses or resources.
12. Personalized legacy guides – Help clients design custom step-by-step plans for digital or financial legacy.
13. Paid Q&A sessions – One-off sessions where clients pay for personalized guidance or coaching.
14. Guest appearances – On podcasts, panels, or virtual events as an expert in death literacy or end-of-life prep.
15. Family transition support – Work with families to guide them through the dying process, offering emotional and logistical support.

There are countless ways to support people through end-of-life, from vigil work to coaching, education, and digital products. The list goes on! What areas can you see yourself in?

