

How Brittany Beatty is Building Support for Mothers

By Lorrie DeFrank



For Brittany Beattie, becoming a mother not only changed her personal life but also switched her career path to benefit many moms. She was already a licensed mental health counselor who worked with children. The traumatic premature birth of her daughter in 2018 made her aware of the dire need for specialized care for mothers experiencing perinatal mood, anxiety, and other disorders.

Today she is founder and lead therapist for Blossom Forward, LLC, the business she started in early 2020, despite the looming pandemic, that she promotes as providing individual psychotherapy for women seeking short- or long-term counseling to overcome feelings of anxiety, depression, loneliness or stress from daily life. Because of her diligence, dedication, and work ethic, she was among a handful of

women chosen to receive a scholarship to participate in Jacksonville Women’s Business Center’s Entrepreneur Certificate Program that includes training in finances, marketing and other aspects of business ownership.

Brittany’s story about her “Why” she started her business was so compelling. We often tell our clients that their “Why” should always be part of the story they tell when pitching their business. Brittany has a very strong- why”, – said Annie Grogan, JWBC Director.

Beattie’s career was thriving before childbirth. Having earned a bachelor’s degree in psychology from Florida State University and a master’s in clinical mental health counseling from the University of North Florida, she worked in schools and with families of children on the autism spectrum.

Shortly after receiving her master’s degree, she became pregnant and delivered her baby weighing less than two pounds at a dangerously early 26 weeks. After being discharged from the neonatal intensive care unit, she experienced post-partum anxiety and flashbacks of being back in the NICU. Beattie credits her daughter, now a healthy second grader whose birth she calls a miracle, with helping her see the need to counsel mothers.

When her daughter was six months old she returned to her job as an elementary school counselor with a new perspective. “Being a mom, I was noticing that children were having a hard time because things were happening at home and their moms had no support. I thought maybe I could do a ‘mom and me therapy’ type of thing.”

Beattie, who maintains that a mother’s good mental health is crucial to the well-being of a family, received specialized training from Postpartum Support International to become a perinatal mental health therapist. “But I use the term maternal mental health because that captures more of what I do. Perinatal captures the journey of getting and being pregnant but I feel like maternal mental health encapsulates all of that,” she said.

While going through the licensing process after receiving her master's, one of her mentors helped her get started in business and find clientele. A friend recommended that she take JAX Bridges, JAX Chamber's entrepreneurial growth program, after her business flourished following her participation. Beattie applied but missed the deadline.

Five years after launching her business, although profits grew each year, she was not reaching her goals. She applied again for JAX Bridges and joined Cohort 22 in spring 2025. "That helped me learn how to articulate my business and understand my business model. I was no longer going with the flow. I was being strategic," she said.

When she saw a posting about the Entrepreneur Certificate Program last fall, she applied. "I'm excited to be chosen from so many different applicants," said Beattie, who credits her selection to what she gained from JAX Bridges. "I was able to write and speak about my business better than I could in the past, and I had my value proposition, which helped me get my scholarship."

She said she appreciates the familiarity and closeness of proceeding through the sessions as a cohort and that she uses the services of one of the other members to do her insurance billing. "We would not have crossed paths had it not been for the cohort," she said.

Beattie has more than 50 clients throughout Florida who she counsels virtually or in her Jacksonville office. She said her training through JAX Chamber and JWBC has provided a map for her to be more intentional and the confidence to talk to doctors, nurses, midwives, doulas and other professionals about why they need her services. "You are an important person who can safeguard the mothers," she tells pediatricians. "That affects your patients."

Clients often find her through articles she has written for Psychology Today. Taking advice from the classes, she is out talking about her business whenever she can.

Beattie praised Grogan and Shannon Zipoy, the Chamber's assistant director for Venture Services, for enhancing her business through individual coaching and learning opportunities. For instance, the cohort recently participated in an artificial intelligence pilot program

Beattie's biggest takeaway came from the Customer Development and Discovery course. As a result, she developed customer characters to identify who her clients are and determine how she can better target them. For her, that went together with Marketing Matters because of its customer focus. She learned that consistency is important when engaging with potential clients. "When nurturing professional relationships you can't just drop off your stuff. You have to be consistent with showing up and going to different events that providers are hosting," she said.

Beattie wishes Legal Matters had been available to her when she was starting her business. She said she is learning so much that she wants to hire an attorney to look over her business structure to determine what is best for her.

Financial Matters confirmed what she is already doing by using the Profit First cash management system, she said. This year she has been working with a certified public accountant, which has been beneficial in becoming more familiar with her numbers.

Beattie believes the JWBC is an asset to the community because it offers opportunities and resources that women business owners would not have otherwise. She is grateful for the scholarship to the Entrepreneur Certificate Program that provided so much helpful information. “It forced me to learn more about my business and commit to it,” she said.

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