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8 Simple Keys To Building And Growing A Successful Mediation Or Arbitration Practice



Synopsis

You need a marketing plan and plan of action for your ADR practice, but how do you get started? This book will enable you to create a custom-tailored marketing plan that you can implement immediately and use long term, too. Topics include: 60 Action Items to Jumpstart Your Marketing, 10 Best-Bang-for-Your-Buck Marketing Techniques, Smart Social Media Strategies in 10 Minutes a Day, Time and Money Saving Networking Tips, Making Marketing Authentic, Launching Your Practice and Engineering Growth

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Customer Reviews

Presently reading this book for a SECOND time and have not doubt a third time at the very least. I was able to read, understand and start to implement very useful ideas that were of minimum or not cost to me and has already started helping me in building my business. I would highly recommend this book for ANYONE who wants to build an effective Mediation Practice. Jeffrey M. Bloom[...]

One of the perennial questions for mediation and arbitration practitioners is how to market an ADR

practice. There is no one size fits all and it is different than traditional professional practices which are well established in the public eye. Even when you get your practice going how do you even out what is for many, a feast or famine cycle? This relatively short book is a positive contribution to that stock of growing literature. It is also unique as it applies equally to the marketing of a mediation or arbitration practice. Mention marketing to most ADR professionals and their eyes glaze over. We too often equate marketing with advertising and we do not want to do that. There is of course much more to it. ADR professionals can use the same skills they bring to the table, especially in mediation, to persuade clients to hire them. The book is focused on sole practitioners and small practice marketing. It is divided into two parts: Part I: Act Now, Think Later and Part II: Think Now, Act Later. Part I is for those who want to "do something now, and worry about planning later while Part II is for those who want to begin with a "well thought-out plan", for both the long term and short term. There is also an "ADR Marketing Workbook" at the end of the book to help "putting your plans on paper". It makes sense to take this approach. Often we have great ideas about how to build up our practice but procrastinate and never take action. By nudging us towards immediate action, which will pay off quickly, the authors also make it more likely that we will follow their advice about long term planning. Both are essential components of a successful marketing plan. And what are the "8 Simple Keys" mentioned in the title? 1. Do something every week. 2. Try the basics first. 3. Decide what you enjoy doing. 4. Figure out what's working and do more of that. 5. Stop what doesn't work and replace it with new things. 6. Check what your competition is doing. 7. Repeat keys 4-6. 8. Repeat key 1. Marketing is a journey, not a destination. In the complex and ever changing world of Twitter, LinkedIn and Facebook where we are barraged by never ceasing invitations of marketing gurus to try one marketing trick (sorry, approach) after another, it is good to know that there is still some good common sense marketing advice around. And a good chunk of common sense is in this book. This book is a call to action. I will end by saying, as the authors do, the "action without planning is unfocused and unproductive and planning without action is worse".

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