

COLLABORATIVE Practice Tips

A monthly bulletin from the CP Cal Practice Excellence Committee

The Practice Excellence Committee is pleased to offer tips to help you increase your Collaborative cases and achieve *practice excellence*.



Please send us your comments and questions! Email us at info@cpcal.com

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Ideas for Getting Collaborative Cases

This month our TIPS focus on some ideas for getting Collaborative cases. There are many more ideas as well. Remember, you may not see results immediately. Don't stop or give up. Many things you can do will have results down the line.

Tip #1

Getting cases starts with you. Do a basic marketing plan for yourself. What do you have to give that is of value to a client? Whom do you want to attract as clients? It helps to put your ideas in writing. Be passionate about what you do. Does your website reflect who you are and what you have to give? Talk to all clients about the process choices they have and how you can help them.

Tip #2

Network with other Collaborative professionals. The more Collaborative professionals you meet and who get to know you, the more likely it is that you will end up on a team. Attend practice group meetings and trainings. Attend the CP Cal conference. Work on a practice group and/or a CP Cal committee. Let everyone know what you do and what you would bring to a team. Let people get to know you, since we all tend to refer to people we know and trust.

Tip #3

Give presentations about Collaborative Practice or related subjects and bring Collaborative Practice into the presentation. Volunteer to present at your practice group's Divorce Options workshops. There are reports of Collaborative cases and other work coming from these presentations. Offer to make a presentation in your area of expertise to other professionals who are not in your Collaborative group. Seek out service groups such as Rotary and offer to give a presentation about a topic of interest and relate that to Collaborative Practice. You can give also give a talk about Divorce Options. Go to businesses such as Google, Intel, Kaiser and give a talk about

how not to let your divorce affect your work performance or other topics and bring in Divorce Options and Collaborative Practice.

Tip #4

Network with referral sources. Invite referral sources to coffee or lunch and talk to them about Collaborative Practice and the value of this process to their clients. Talk to everyone-grocery checkers, real estate agents, your hair dresser, etc., about the Collaborative process. Develop a 30-second pitch to explain Collaborative Divorce. Give out brochures about Divorce Options and Collaborative Practice for the other professionals and for their clients. Join a business networking group, especially one with professionals who have clients to refer, and talk about what you do and why it is so valuable.

Tip #5

Think outside the box. Contact local radio stations and give a radio talk on the Collaborative process. Invite other Collaborative professionals to speak with you. Put resources on your website, such as: a video that speaks to potential clients; a blog or other page on the site on topics such as "How to get my spouse to mediation or Collaborative process"; sample parenting plans; and other examples of what you do in your field.



Stay Connected



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