

Increase Divorce Options Attendance With the Personal Touch!

If we want to target prospective Collaborative clients for attendance at Divorce Options classes, our Divorce Options marketing needs to have a purpose that adds to our bottom line.

Social media is NOT the only answer; and Facebook is optional!

The typical collaborative client is over 40 and relatively sophisticated. They are not going to decide on a divorce professional with the sole assistance of an online search. They are more likely to select a professional referral from a trusted source: doctor, therapist, CPA, business or estate attorney, friend who has been through a divorce.

Networking with other professionals is essential to Divorce Options marketing. Find and cultivate relationships with doctors, therapists, CPA's, real estate agents, mortgage brokers, local ministries and/or other lawyers. Keep in touch with former clients, who can be reliable referral sources.

Consider the following networking recommendations:

- Join networking organizations such as professional associations, your local Chamber of Commerce and community service organizations.
- Attend networking mixers and meetings.
- Introduce yourself to other professionals.
- Practice your elevator speech.
- Ask questions about their clients who might be considering divorce.
- Ask what professional services they provide and resources they use for clients who are facing a divorce process.
- Introduce Divorce Options and collaborative practice into your conversation.
- Exchange business cards / contact information.
- Follow up with an invitation for further networking.
- Refer business and establish yourself as a reliable divorce resource.
- Consider presenting Divorce Options to your professional referral sources and their firms and/or colleagues who are interested in learning about the divorce process and the collaborative alternative.
- Consider hosting an interdisciplinary networking event.
- If your firm has a monthly newsletter, ask potential referral sources if they want to be added to your email list.
- Join professional listservs including LinkedIn, AFCC, local and county bar associations and engage in collaborative conversation.

In addition to personal and professional networking, an online presence is relatively easy and cost effective. Social media networking will only help to increase our

prospective collaborative client outreach, as well as the public's trust and access to their "Divorce Options".

Remember, you reap what you sow!

From the PEC Committee:

Some social media can't hurt! Connect with your professional colleagues by posting a link about Divorce Options on your LinkedIn feed. Here's a sample "blurb":

I'm going to be teaching Divorce Options this Saturday at 9:30am in San Francisco. The class is sponsored by Collaborative Practice San Francisco and is designed to help people who are in the initial stages of thinking about divorce to understand their options for process. Here's the link for more information on classes, which are available in several places throughout California: www.divorceoptionsinfo.org

AND...Liaisons should be receiving a link to the brand new Divorce Options 4.0 Powerpoint, Guest Handout and other great info soon! Don't panic if you have not practiced with the new Powerpoint. It's not that different. Just please do read the Presenters Notes ahead of time; and have fun with it!