

COLLABORATIVE PracticeTips

August 2022

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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Marketing TIPS Remix (the best of PEC):

Do You Need to Re-do Your Profile Photo?

Be vulnerable and show your current photo to a few colleagues and/or friends.

Ask them for their honest opinion as to whether the photo really looks like you and what feeling the portrait gives them about you.

If the consensus is "You're feeling compassion, like you want to help me", then you've got a great picture! Make sure it's posted on all of your social media platforms and on your website.

If the consensus is not so positive, it's time to get a new photo taken and here is the "backyard" approach (literally):

- Get dressed in the actual hair, clothes and makeup you actually wear to work.
- Take your cell phone into the **backyard** and find a shady spot with the neutral color of your stucco wall behind you.
- Step away from the wall so that any texture will become blurred.
- Put your cell phone on Portrait mode and hand it to a friend.
- Look at your friend and think to yourself, "I've got a secret and I'm not telling!" This should create a lively, sparkly-eyed portrait.

- Try again a few times and adjust for lighting, good side vs. bad side, etc.
- Try one more thought for your last photo: "You've got a secret, and I feel so much compassion for you. It's okay to tell me or not." Click!

Show your friends your new photos and ask "Would you hire this person to help you with something super personal?" If the answer is yes, POST. If no, find a professional and try again.

Repetition is Key to Building Referral Relationships

When it comes to marketing, repetition is your BFF. The key is to focus your messaging around being helpful to your referral sources AND their clients, who might also become your clients!

If you are not constantly adding and changing and reaching out, your potential clients are going to think that you are no longer in business. Or, worse, they are not going to think of you at all.

Evaluate where your referrals sources are coming from and schedule a reminder system for updates and activities related thereto. Below are some examples:

- If your referrals come through other collaborative colleagues: Show up at meetings; join a committee and/or take on a leadership position; "like" and comment on their social media posts and blogs.
- If your website attracts referrals: A weekly blog and newsletter are key.
- For referrals from couples therapists: Weekly social media posts, targeted e-newsletters, blogs or articles are an effective way to reach out.

Don't have anything to say so frequently? Advertising your practice group's Divorce Options Class once a month on LinkedIn is a wonderful way to be in touch with your referral sources monthly. Do not miss out on the opportunity to frequently market Divorce With Respect Week, which will be hosted again next spring, tentatively set for March 6th through March 11th, 2023.

Market Yourself by Using Social Media to Bring Attention to Collaborative Events

Do your clients and your professional network know about Divorce With Respect Week?

Do they know you'll be attending IACP and collaborating with your colleagues about how to support couples to divorce with wisdom and in the best interests of their children?

Here's a 10 minute activity - 5 minutes today and another 5 minutes next week.

Post on Facebook and/or LinkedIn that you're participating in an upcoming CPCAL or other collaborative event and add a link. Include a short blurb from your website and/or in your firm's e-newsletter.

While you're on social media, scroll through your collaborative colleagues posts and "like," "comment" and "share."

Facebook can be used for Good and what is better than promoting collaborative divorce?

From the PEC:

Should You Join a Networking Group?

Marketing is all about communication. Some of us are great at writing blogs, some prefer speaking in online classes, others just like to get together one-on-one for lunch or coffee as we are meeting with potential referral sources and filling them in on this amazing work we do in Collaborative Divorce. Another option is to join a networking group such as BNI, the Rotary, Women in Business or Divorce Transition Professionals. There are pros and cons to this approach, all of which are about how you like to communicate. As with every marketing strategy, you will have the most success if you commit to being trustworthy for whichever group you join. This means showing up to every meeting, following up and getting to know many other members, volunteering to help with activities, etc. This will totally work if you're the kind of person who loves the sense of community, the great resources and learning opportunities that networking groups can provide. Don't know if networking groups are for you? Try just attending a few meetings. Most groups will allow people to do this without paying a membership fee. At the very least, you can educate the members about Collaborative while you're there.



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