



What your Marketing Plan must contain

The first marketing task is to think critically about your business.

1. Target Market Research

- a) What is your target market(s)? (Choosing your focus): List all markets; prioritize them
- b) Market size and characteristics: What is the demand for mediation in your geography? Legal aid? Middle class? Carriage trade?
- c) Market trends and challenges: What is currently going in mediation? What are the problems in getting the word out about mediation? Seasonality to mediation?
- d) Market share and competition: Who are the “Big Fish” in mediation today? What can you learn from them? Not everyone can be #1. Be realistic and leverage your strengths.
- e) Your ideal clients: What area of the city do they live in? Their education level? Do they own a house? What kind of a car do they drive? Number of children? Where do they go on vacation? Create “personas” to get into the skin of your prospects.

2. Evaluating the current state of your practice

- a) Audit of your current business development activities; What is working/not working
- b) Your SWOT analysis (Strengths, Weakness, Opportunities, Threats): Make a list of each of your competitors. Be ruthlessly honest. Many opportunities lie with your competitors’ weaknesses. And capitalizing on your strengths.
- c) Your client chain: Who will be hiring you? How long is the “conversion process?” How long do clients take to hire you? Weeks/months? What is the necessary leads-to-conversion ratio in mediation?
- d) How will you get paid: High volume? High paying work? How fast do they pay?

3. Defining your desired state and what success looks like

- a) Purpose of your plan
- b) Your goals: What does success look like? How hard will you work? How much money do you want to make?
- c) Your timeline? 2, 5 or 10 years?
- d) Price: How will you price your service? The dangers of competing on price...
- e) Who can help you get there? Referral sources. Community resources. Opinion leaders.

4. Budget, development needs, support

- a) Identify developmental needs and resources
- b) Support required: File management system; docketing system; accounting support; admin support; IT support, including cyber security; [marketing support](#)
- c) Promotion: [Website](#); brochures; publishing articles; public speaking; networking
- d) Budget: You need a reasonable budget; what is a “must” vs. nice-to-have; prioritize.
- e) Timelines: 20% rule. Build marketing into your schedule. Annual review of what is working/not working.
- f) In a small mediation practice, [everyone sells](#).
- g) [The high cost of doing no marketing](#)

*When you're self-employed,
nothing happens unless you take initiative.*

You must drive action, every day.