

MAKING MEDIATION YOUR DAY JOB

WORKBOOK

TAMMY LENSKI



Welcome!

Friends,

This complimentary workbook is designed to accompany *Making Mediation Your Day Job* and includes all of the exercises contained in the book. It's been updated for the 3rd edition of the book. I offer it to you as a place to track your responses, capture your thoughts and create a foundation for your mediation marketing activities.

The exercises are designed to build on one another and create direction and momentum for you over time. Some exercises will take fewer than five minutes; others may be ones you ponder for several days before completing. I encourage you to take the time you need to flesh out your thinking in an exercise. It's likely you'll return to some exercises to refine over time. While it may be tempting to skip those that challenge you, I hope you won't...those may be the ones you most need to attend to!

By using this workbook, you'll create a special place for your practice-building efforts to take shape, which will hold your hopes and dreams for the work you love. By taking the time to write down your responses to the reflective questions, you'll begin building momentum in your marketing efforts, and you'll have the physical evidence of that momentum right in front of your eyes.

Are you ready to make mediation your day job? Let's go!

Tammy



1: Market like a Mediator

Reflective Question 1.1

Is there a gap between what you know about marketing and what you do?

If there is, describe the gap as best you can so that you can clearly see it in your mind's eye. If you don't think there is, consider an alternate version of the question: Do you do all the marketing tasks you know or suspect you should do?

Reflective Question 1.2

If there is a gap, what will it take for you to bridge it?

This is a hard question disguised as a simple one. Don't skip it. If you start skipping questions in the first chapter, you're setting an ineffective pattern for the rest of the book. Take a break, think about it, come back, and take a pass at an answer.

Reflective Question 1.3

What questions has this chapter raised for you?

Because as a mediator your stock in trade, like mine, is asking good questions, I'm guessing you've already found some bubbling to the surface. Let's not lose them. Jot them down now:



2: Marketing from a Mediation Frame of Mind

Reflection Question 2.1

What mediator values and beliefs would you like to carry with you into your marketing work?

One way to approach this question is to first list the values, beliefs, and principles you hold dear as a mediator. Then take a second pass at your list, marking those you'd like to carry with you when you're marketing. If you're having trouble getting started, try using my list from earlier in the chapter as a launching point.

Reflection Question 2.2

What are you truly passionate about when it comes to mediation and why?

For this question, consider only what you're most passionate about. Forget the rest for now. If you're not sure you feel any passion for mediation, use this opportunity to explore why that might be. We'll return to the work you begin in this question in a later chapter.

Reflection Question 2.3

What would happen if you replaced marketing tasks you dislike with a way of marketing that feels authentic and enjoyable?

The answer seems obvious at first, but I'm asking you to dig deeper. I'm asking you to really consider the replacement of tasks you dislike (and so probably don't do) with ones you enjoy. What would it feel like? How would it change the way you approach marketing?



3: Creating Space for the Important

Reflection Question 3.1:

Is developing a thriving mediation practice truly important to you?

Why is developing a thriving mediation practice important to you? Spell out how you know it's one of the Important.

Reflection Question 3.2

What's gotten in the way of making practice-building a priority for you?

It's time for a look inside. It may be tempting to conclude that what's gotten in the way is lack of marketing know-how, or time. Go deeper, though. What's really gotten in your way?

Reflection Question 3.3

What habits will you toss?

What are the Unimportant Urgent or filler habits you have now that are getting in the way of the Important? List them and follow each with a short note about why you think it's a habit to toss.

Reflection Question 3.4

In order to create real space for what's important, what habits will you adopt?

Tossing out old habits isn't sufficient, because you'll create a void that the old habit will sneak into fill when you're not looking. Don't give 'em the chance. Replace the old habits instead. List the new habits here and how you will employ them. The more specific your plan for employing the new habits, the better.



4: Narrowing Your Market

Reflective Question 4.1

Who will be your primary narrow target market?

This is where the pedal hits the metal. Pick a single, narrow market using one of the four targeting approaches described above. The rest of this book assumes you've selected one, committed to it, and are ready to begin cultivating it. Even if you're not sure it's the right market to choose at this time, pick one to focus on in the remaining pages ... future questions will help you determine if it's a market that's an effective choice for you.

Reflective Question 4.2

Can you describe your target market in enough detail that they're findable?

Remember the genie's one condition? You need to be able to describe your target market in sufficient enough detail that the genie can actually *locate* them. The genie suggested you be able to describe them with at least seven identifying characteristics. Answer more if you can (the more the better) and be sure you can answer the first one in detail. If you can't answer enough of the questions, it's a signal that you may still be thinking too broadly about your market. Narrow it further.

Where, online or in the physical world, can they be found (e.g., Wal-Mart, gardening chat rooms, the library, family court, the symphony)? In other words, where to do they congregate or hang out?

Where do they live and/or work?

What do they do for a living?

What interests do they have?

What do they spend money on?

What do they do with their spare time?

What problems do they face? (Think beyond just conflict-related problems.)

What is their biggest conflict-related problem?

What services and products do they buy? (Think beyond conflict-related services.)

What are their primary racial, ethnic, economic, political, cultural, and social characteristics?

What do they value most? Least?

How old are they?

What other details do you know about them?



5: Uncovering Interests

Reflective Question 5.1

What are your target market's most important interests?

What interests do members of your target market have with respect to the problems they most commonly face? Of those interests, what are the most important ones they'd be willing to invest time and money into getting met? If you're not sure you've found interests important enough, ask ten to twenty members of your target market for their feedback. Just like in mediation, it's better to ask and confirm than only guess at interests.

Reflective Question 5.2

What will speak compellingly to your market's key interests?

Forget what others have written about the ways mediation and ADR serve the public. Forget the standard answers to the questions, "How does mediation help?" or "Why choose mediation?" or "What are the benefits of mediation?"

Instead, put yourself in the heart, mind, and shoes of an ideal member of your target market. If you've done all the exercises so far, you're starting to know them pretty well. Stand in their shoes, feel the pain they experience from their most pressing problems, feel the hope they have of their key interests getting met, and then answer this question: What can I tell them about my services that will speak directly to their interests?

Experiment with sample answers, both written and verbal.



6: Reframing How You Help

Reflective Question 6.1

How can you best be of service?

Take time to reflect deeply on the following questions. Begin by writing for 5 minutes on each question and resist the temptation to move to the next question before that period is up. Instead, allow space for your answers to percolate and keep writing, even if the initial responses aren't fully formed.

Why are you (or why do you want to be) a mediator or Mediator?

In what ways are you trying to be of service to people in conflict?

What is it that you're trying to help people achieve through Mediation?

What problem does mediation solve for people?

Once you believe you've thoroughly answered each question, review your responses and select three to four ways you're trying to be of service that are

the most meaningful or energizing for you

Reflective Question 6.2

How can you be a mediative influence?

If you were to cease wearing the label “Mediator” and instead wear the role of “mediative influence,” what would that mean for how you are of service? What would it take for you to shift or add to your role repertoire?

Reflective Question 6.3

What are your target market's ten most pressing problems?

If you're already very familiar with your target market because you've worked in or with that arena, you should be able to complete this exercise now. If the target market you've chosen is a new one to you, then you may need to gather more information from that market before you can complete this exercise.

Identify the top ten problems your target market faces daily or regularly. Don't worry initially whether or not those problems are associated with conflict. Instead, focus on the problems that cause the most pain and are the most omnipresent in their day-to-day work or home lives. After you've identified them, then you can analyze ways that ADR may or may not help.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Reflective Question 6.4

What is your Role Reframe?

Using the “Create Your Role Reframe” section as a guide, as well as the example provided there, craft your Role Reframe. You will probably go through several drafts of this until you’ve honed it to a satisfactory degree. Remember to keep the jargon to a minimum and aim for conciseness. They don’t call it an Elevator Pitch for nothing!



7: Building Dialogue with Your Market

Reflective Question 7.1

What marketing activities create opportunities for dialogue?

This exercise invites you to align potential marketing tasks with ways to create learning conversations with people in your market. Create a free-form list of activities that are either naturally based on dialogue or open the door effectively for dialogue to happen. I suggest that you return to this activity several times over the coming days, as more ideas are likely to occur while this chapter incubates in your mind.

Reflective Question 7.2

How would you initiate dialogue?

Pick one of the target markets you've identified, then play another game of imagination: where would you go to engage your potential clients in the kinds of dialogue you think would capture their interest and help them solve a compelling problem?

Begin by considering location. Where would you go to meet and speak with them? Where would you send information to follow up your in-person engagement? How would you make use of the Internet to reach out to them?

Then consider how you'd engage them in dialogue. If you think you'd like to give a presentation, how would you turn it into dialogue? If you think you'd like to mail them your brochure, how would you turn it into dialogue? If you'd like them to visit your Web site, how would you turn that visit into dialogue? Press yourself to answer this question, as therein lies the key to unlocking your marketing potential.

Reflective Question 7.3

How can you create return visitors and recurring connection via your website?

With your target market in mind, write out your answers to the following questions. Try to avoid generalist answers that would fit any market (e.g., “Tell them about mediation”). Instead, try to speak directly to their interests. If you’re not sure, select ten key stakeholders from your target market and ask them how they’d answer these questions. In return for their time, consider a gift certificate for their favorite coffee joint, or some other light thank-you gift.

What topics *most* interest them? How could you be an information resource on one or more of those topics? Consider topics that aren’t only conflict-related.

What problems do they specifically have? What could you write about that helps them solve these problems without giving all your talent away?

What kinds of things entertain people in your target market? How could you use a Web site to entertain in that way?

What can you offer them that isn’t just a restating of someone else’s work or ideas? In other words, what would make you unique to your ideal audience?

Would they be most interested in information they could read, listen to, or watch?
Or do they prefer some combination of the three?

What kind of information would make them interested in placing their e-mail
address on your private mailing list? What would get in the way?



Training and Coaching

Since the first edition of *Making Mediation Your Day Job* came out in 2008, I've keynoted and taught workshops for state, regional, and national dispute resolution groups and I've worked one-on-one with many mediators who wanted to jumpstart their private practices.

If you're interested in having me speak to your ADR group, or in private coaching with me to bring your marketing plans to life, I'd love to hear from you.

<https://tammylenski.com/contact/>

Here's to making mediation your day job.

Tammy