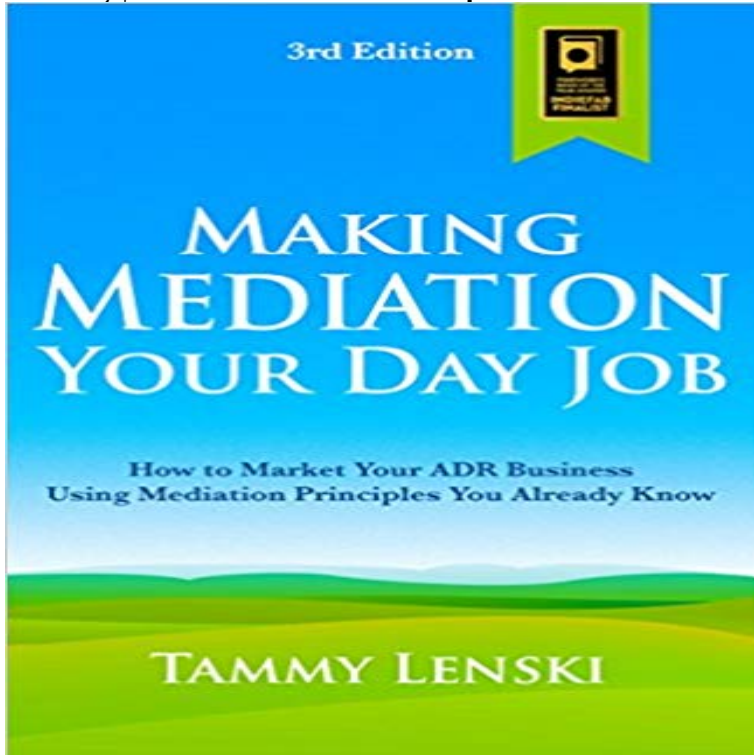


Making Mediation Your Day Job: How to Market Your ADR Business Using Mediation Principles You Already Know



Making Mediation Your Day Job is the definitive guide for any mediator operating or considering a private practice. Dr. Tammy Lenski, a full-time mediator for more than 15 years, demonstrates how to build your practice with minimum stress and maximum success. The premise is simple: Take common mediation concepts including interests, framing, and dialogue-building and use them not just at the mediation table but also in your marketing. In this detailed and thoughtful guide, Lenski helps you lay the foundation for successful marketing in today's world, including:

- Choosing a market that speaks to your passion
- Uncovering and meeting your market's greatest needs and interests
- Building real connection with your market
- Marketing authentically and ethically

Lenski's ideas will inspire mediators to embrace marketing with renewed energy and enthusiasm.

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