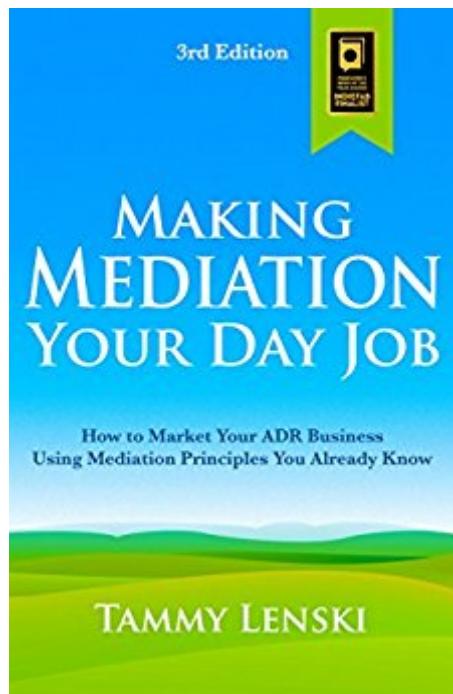


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# Making Mediation Your Day Job: How To Market Your ADR Business Using Mediation Principles You Already Know



## **Synopsis**

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.

## **Book Information**

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## **Customer Reviews**

Author of How to Mediate Like a Pro: 42 Rules for Mediating Disputes The subtitle says it all. How

To Market Your ADR Business Using Mediation Principles You Already Know. Lenski points out in Chapter Seven, Building Dialogue With Your Market, that the same tools we use as mediators can help us with marketing. Tammy Lenski left her job ten years ago as a Dean at Middlebury College to pursue a full-time career in mediation. After building a successful practice, she is sharing her quest and experience. However, this is not your ordinary book on marketing. Marketing is not about getting your name on panels and lists. It is a soul-searching interactive process with questions that need to be analyzed to determine each mediator's niche and to expand his or her thinking. For example, Lenski expanded her business by narrowing her market. In the beginning she focused her business on higher education where she had her contacts. However, some markets came to her like artists and design professionals. And she found other markets, such as the environmental "green" market, where there was a need she could meet. Mediators can also be facilitators, ombudsman, advisors, educators, strategists, negotiators and coaches (see chapter six.) Lenski has an award-winning blog. [...], and in her book, she explains blogs, websites, podcasts, video blogs, discussion forums, and social networking sites. She practices what she preaches and her website is very aesthetically pleasing. I particularly like her logo of an origami peace crane. She started her blog as a resource for her mediation students, but it has expanded as a resource for all mediators. Throughout the book, you can tell Lenski is a teacher, and a good one. She offers good advice and encouragement to all mediators.

Shakespeare once wrote, "This above all: to thine own self be true." These words, written 400 years ago, resonate today. They do so especially for the many professional mediators who cringe at the very thought of marketing -- with its associations with shameless self-promotion, glad-handing, and cold-calling. For many mediators, marketing just feels wrong. Now, at long last, there's a guidebook that achieves something no other mediation marketing resource has done. It helps mediators do the impossible: become more effective marketers and remain true to themselves and their work. Dr. Tammy Lenski, a mediator and mediation marketing coach who has run her own successful practice since 1997, has created *Making Mediation Your Day Job*, the definitive resource for mediators who want a realistic, practical blueprint for marketing their practice. The clue to Dr. Lenski's formula for success is in the second half of the title of the book: *How to Market Your ADR Business Using Mediation Principles You Already Know*. She asks readers, "Would you enjoy marketing more if your primary aim isn't selling and self-promotion? I'm betting most of you would say yes." Like the skilled practitioner she is, she reframes, inviting readers to see marketing anew, "as dialogue or as a learning conversation", something mediators already know how to do, and do well. Using humor,

anecdotes, and real-life examples drawn from her clients, her students, and her own experience, Dr. Lenski encourages her readers to step outside their comfort zone and draw upon the professional skills they already have to build opportunities. She also offers sensible productivity tips, business planning advice, and useful exercises that help mediators master marketing.

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