Marketing Tips and Quick List for Starters

- Follow IACP, VaCP and CPNV on social media.
- Share something about the UCLA on your social media – LinkedIn, Facebook, other.
- Share each other's posts about Collaborative.
- Tell your friends and family on Facebook and the like.
- Include an article in your firm/business newsletter.
- Write a blog for your website.
- Be sure to have something on your website about offering Collaborative services.
- Add testimonials to website from collaborative clients.
- Have a folder of materials in your computer (and hard copy) ready to give to clients to explain what it is/considerations – include key elements for informed consent, reading materials/books, etc.
- Have sample participation agreement ready to share at the outset if considering collaborative.
- Reach out to key contacts/referral sources to let them know about the updates.
- If you have contacts with the media, coordinate with others and work from a press release.
- Reach out to other professionals (lawyer, mental health, financial) regarding this update and encourage them to get trained and/or refer to the process.
- Write articles for professional publications – local bar, specialty bars such as VWAA, Fairfax ADR section, others for lawyers, mediators, mental health, financial organizations.
- Arrange to speak to groups who may be interested in learning about Collaborative Practice.
- Tell anyone who is willing to listen! 😊