

# TIPS FOR MAKING MEDIATION YOUR DAY JOB

## BY Forrest S. Mosten

- ◆ What you will do differently next Monday
- ◆ Select a Model of Success
- ◆ Develop your Mediation Signature
- ◆ Assess how much you have invested in your Mediation Practice
- ◆ Determine your Return on your Marketing Dollars
- ◆ Create a Capital Budget for the next 12 months
- ◆ Develop a strategy to communicate your Mediation Signature
- ◆ Articulate your Vision for your Practice for:  
July 1, 2001    July 1, 2002    July 1, 2005
- ◆ Determine your Target Market
- ◆ Prepare Client Education Materials for your Office
- ◆ Train your staff to Market your Practice
- ◆ Expand the Mediation Services that you Offer
- ◆ Demonstrate how your Services Differentiate you in the Marketplace
- ◆ Calculate the Rate of Conversion for Telephone Calls to Opened Cases?

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