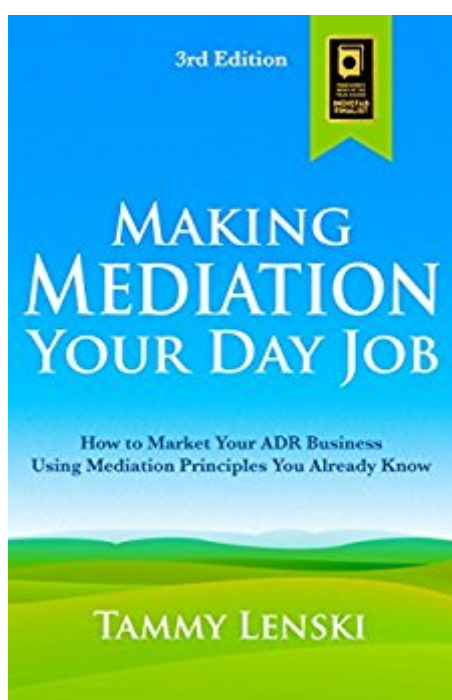


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# Making Mediation Your Day Job: How To Market Your ADR Business Using Mediation Principles You Already Know



## 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

I have the hard copy. Tammy has presented at conference of Maine Association of Mediators and is full of fresh, sensible advice. This author is the best in writing on this subject and has led the way in helping mediators like me in marketing and growing their practice. Looking forward to reading her 2nd book. will@maine-mediator.com

All of the marketing strategies provided made my marketing plan 10x clearer. The investment in this book was more valuable than hiring a business coach. Thank you for your wisdom!

Excellent for aspiring, struggling or successful mediators alike. User friendly. Well written by an expert in the field and extremely successful practitioner.

A good overview on the business of mediation. A quick read for those thinking about mediation as a business, not a hobby.

great writing of Tammy. She delivers in a very natural way. No difficult figuring out reading. Just straight forward and very professional.

I love Tammy Lenski's materials. Like all of her books, blogs, and articles, this is full of mediator-survival techniques. Great book!

This is only the second negative review I've ever written on (the other one was for a bullhorn that didn't work). I don't say any of this to hurt the writer's feelings. It's just simply not useful. I just got done reading two excellent, but very different books, on mediation. One was specifically designed on how to build a successful practice. That made this book even more painful.-It reads like a college textbook. And then I was reminded the author was a Dean of Education at a college.-Even though she even states this is not a self-help book, the "Reflective Questions" at the end of each chapter are very warm and fuzzy...like a self help book. "What Values & Beliefs would you like to carry with you..." My hunch is the editor made her put in the "this is not a self-help book" section.-And she has a lot of her practice in "Higher Education" which explains the perspective. Is that employment disputes? I don't know.-It's like it was written for the public sector who wants to get into the mediation business. If you've been in the private sector you will find the tone almost insulting at times.-Books says on Pg 14 "And if marketing is like selling used cars, you're going to feel slimy every time you sit down to do the dreaded "M Word" tasks." So, marketing is now slimy?--She also

puts down "cold calls." OK, everyone hates that phrase. But call it whatever you want, at some point you need to CALL people you don't know and introduce your services. There is no magic bullet. If you do every single other suggestion but aren't willing to pick up the phone, you likely won't make a living. That's not to say you are not a good mediator.-The print was actually faded on virtually every left page. Print was also small.Again, no hard feelings. I have a feeling the author dislikes criticism. But the other book I found on about building a mediator practice was very pragmatic about just how brutally hard it is to get a slice of this pie.

Awesome

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