



Generating Business as a Mediator

By Victoria Pynchon and Joe Kraynak

Part of the Success as a Mediator For Dummies Cheat Sheet

To be a successful mediator, you need to be successful, commercially. Consider the following strategies for generating business as you begin your career as a mediator:

- **Attend conferences and events that expose you to your mediation and market communities.** Attend at least one group event every other month.
- **Claim your online business listings.** Make sure you have a listing on Google Places and Yelp, claim the listings, and then flesh them out with additional content, including your website or [blog](#) address.
- **Join and serve in organizations that expose you to your mediation and market communities.** These may be mediation, industry-related, or community organizations. Be active in the organization. Take a leadership role to raise your profile.
- **Keep in touch with your clients.** The best place to look for new clients is through your current clients. Keep in touch with them via e-mail or regular phone calls. Checking in once or twice a year is usually sufficient.
- **Launch a website, blog, or both.** You need to have an online presence, and having a website or blog is an important first step.
- **Pass out and collect business cards.** Pass out business cards to everyone you meet, and collect their cards. Ask if they want to receive your newsletter and whether they prefer e-mail or standard postal delivery.
- **Post press releases and distribute newsletters.** Write articles that are relevant and of value to your market and use the Internet to post and distribute them.
- **Spread the word via social networking.** You should have a Facebook page dedicated to your mediation business, along with a Twitter and LinkedIn account. Get involved in LinkedIn discussion groups relevant to mediation and your market.