

COLLABORATIVE Practice Tips

A monthly bulletin from the CP Cal Practice Excellence Committee

The Practice Excellence Committee is pleased to offer tips to help you increase your Collaborative cases and achieve *practice excellence*.



Please send us your comments and questions! Email us at info@cpcal.com

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Want more collaborative clients?

Come to the CP Cal Conference in April! We've got several dynamite practice-building classes in the lineup that you won't want to miss.

You don't have to wait until the conference to get started though! Here are some quick tips for how to get more people to your practice group's next Divorce Options Class.

There are several really good ways to get the word out on the Internet. Let's start with posting your event on the big event sites. I promise this is easy, fast, and free. My suggestion is that you print out this article and just check off each step as you post your next Divorce Options Class on these sites today.

Tip #1

1. You'll need a "blurb" to let people know what the class is about. Can't think of what to say? Use this, but be sure to edit in your own practice group and website and add the cost if your group charges for the class:

Considering divorce? The most important decision you'll make, after the decision to end the marriage, is the PROCESS you'll use. One size doesn't fit all! In California, there are several ways to get divorced, and in this class, we will go through all of them in a way that will help you to decide which one will be best for your family. Taught by a family law attorney, a financial professional and a counselor, the class will also go through many of the financial, legal and emotional/relationship issues ahead, including what you should be doing right now about your finances and how to tell the children. The class is free and offered as a public service by Collaborative Practice Silicon Valley. www.nocourt.org Please do not RSVP through this site as your attendance at the class may not remain confidential.

2. "Copy" your blurb.

3. Go to www.craigslist.org. Be sure you're in the Craigslist page for your area. On the left side of the page, under "Craigslist" near the top, you'll see a button called "post to classifieds." Click on it. The next page will ask what kind of a posting you'd like to make. Click on the little circle by Event/Class. Then click on Continue. The next page asks, "Which of these applies?" Click on "I'm advertising a class or training session." The next page will ask about the location of your class. Click on the location where your class will be taught. The next page asks you to narrow this down even further. Then, finally, you'll get to the page where you post more information about the class. Be sure to include the zip code of your venue at the top right. Put Divorce Options Class in the Title. Then paste your blurb in the Posting Body. I don't put the last sentence about not RSVP-ing through the site on Craigslist, as confidentiality is not a problem. And I do add the address and the time of the class. Type in your email and choose "CL mail relay" to ensure your privacy. Don't let them contact you any other way. Type in the address and cross streets in the boxes at the bottom of this page. Do NOT click on the box that asks if others can contact you. Press Continue. A map will show up next, indicating the location of your venue. Press Continue. On the next page, you can add a photo. If you have a good one, download it here. If not, don't worry about it! The next page shows your ad as you've written it. Check it carefully for errors. You can go back and correct them. If it looks good, press Publish. Craigslist will now check your ad, then send you an email from "robot" with POST/EDIT/DELETE in the subject line. YOU MUST CLICK ON THE LINK IN THIS EMAIL. Otherwise, they will assume you're not a real person and they won't publish the ad. Once you've clicked on the link in the email from Robot, you're done with Craigslist. Phew! This should take less than five minutes.

4. Go to www.eventbrite.com. At the far-right top corner, you'll see "Create Event" in blue. Click on it. You'll get the meaty page at the beginning on this site. Type in "Divorce Options Class" in the title box, and then put in the address, the date and time, and your blurb in the appropriate boxes. For the organizer's name, put in your practice group. For the "organizer description" you can make something up or just put your practice group's website. Next, you're going to create a ticket. Our group offers the class for free, so I make a Free Ticket. The problem with having people pay for the class through Eventbrite is that your participants will get an email saying they are going to the Divorce Options Class, and their friends who are also on Eventbrite may get a notice saying that their friend is going to this class. This is a big problem. I recommend that you don't have people pay for the class on the site and actually warn people not to even RSVP through the site to protect their confidentiality. If your class is free, then it's easy. Make a Free Ticket. Call it General Admission and put the capacity of your room as the Quantity Available. Make it a Public Page. The Event Type is a Class, Training or Workshop. I usually choose "Other" for the topic. None of their topics really fit! Don't choose the box that has them show the remaining tickets on the posting. Push the green button that says "Make Your Event Live." Don't post the event to Facebook if it makes you uncomfortable. You're done. This one takes less than two minutes.

5. Okay, now that you are totally confident in your abilities, go to www.nextdoor.com and play with posting your event there. Don't freak out about joining and telling the world about which neighborhood you live or work in. Nextdoor is a GREAT site, especially if you are interested in free stuff or occasionally lose your dog. And posting your event is easy, fast, and free.

Tip #2

Our experience here in San Jose is that we get one or two people from each of these big event sites at every Divorce Options Class. This is a pretty good return for less than ten minutes of effort! Bringing attendance up to 20 - 30 people requires a few more steps, which you'll learn all about when you come to the conference. You'll be a step ahead if you've already tried posting to big event sites. Here are a few other things you can do to prepare to get the most out of the marketing track at the conference.

1. Sign up now for the conference at <https://cpcal.regfox.com/cp-cal-conference-xiii>

2. Create a page for your practice on Facebook. If no one has done this yet, create a page for your practice group. You may need to have a Millennial sit by you for moral support, but I promise that Facebook has spent billions of dollars on making their site user-friendly. Write down your password or click on the button that allows your laptop to remember it. While you're at it, go to LinkedIn and Twitter and either create accounts or retrieve your long-forgotten passwords.

3. Plan to bring your laptop to the conference and to pay the big bucks if necessary to connect to the hotel's wifi.

4. The US Small Business Association recommends that businesses spend 7 - 8% of their gross revenue on marketing. Do the math.

5. My son the videographer will be back at the conference by popular demand to make videos for your website. If you'd like to take advantage of this opportunity, go to <https://app.acuityscheduling.com/schedule.php?owner=11384571>

6. You can sign up for a twenty-minute appointment and pay \$75 for your edited 2-minute video on that site. Be sure to write and memorize your content ahead of time and dress for success. And don't wait until you get there to sign up! Last time we did this, all appointments were sold out early.

7. Bring your check for one billable hour made out to CP Cal. If you're wondering why, go back to #3 on this list and consider what CP Cal is doing to educate the public about collaborative practice in general and YOU in particular. In addition, the amazing volunteers on the Board have come up with many great tools, saving you thousands of dollars in design and branding costs. They want to do even more but need the funds. You can help.

CP Cal Conference XIII
Registration is Now Open!



CP CAL CONFERENCE XIII

The Roots and Branches of Collaborative Practice

WHEN: April 27-29 2018

WHERE: San Mateo, California

San Mateo Marriott San Francisco Airport
1770 South Amphlett Blvd., San Mateo, 94402

[Visit Conference Website](#)

[REGISTER NOW](#)



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