

# **MAKE MONEY MEDIATING: TURNING DISPUTES INTO DOLLARS**

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**SUSAN GUTHRIE**



**POWERHOUSE**



**Fourth Annual ADR & Advocacy Institute**

June 10, 2025

## GET THE MATERIALS:

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<https://susaneguthrie.com/POWERHOUSE>



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## **ADDITIONAL RESOURCES:**

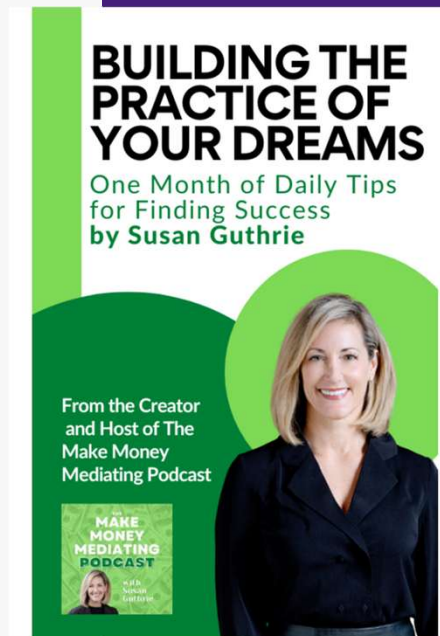
**Podcast**

**Book**

**Business Journal**

**LinkedIn Newsletter**

<https://susaneguthrie.com>



# MY TOP 4 TIPS FOR MEDIATION SUCCESS

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- **How to avoid the biggest mistake most practitioners make that keeps them from success.**
- **Give you actionable insights that you can implement tomorrow.**
- **Share some ways that AI Tools can share the load.**



# HOW DO YOU GET FROM

**TRAINING**

**EARNING**



# HOW DO YOU GET FROM

**EARNING**

**SUCCESS**





**WHAT IS THE #1  
MISTAKE THAT  
MEDIATORS MAKE?**

# HERE'S MY #1 TIP:

Take the time . . .

Put the effort in . . .

and BUILD A BUSINESS PLAN -  
it is your ROADMAP to SUCCESS.

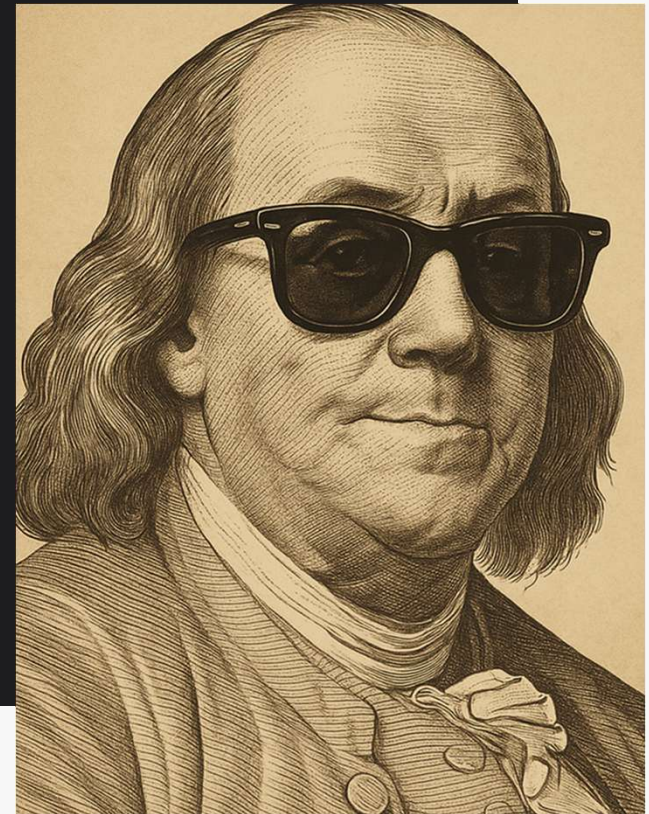
## **BUSINESS PLAN**

“When you fail to plan,  
you plan to fail.”

**Benjamin Franklin**

70% of businesses surviving 5 years  
have a comprehensive business plan.

Entrepreneurs with a plan are 129%  
more likely to push their business  
beyond the startup phase.



# ELEMENTS OF A BUSINESS PLAN

- Business Description
- Market Analysis
- Marketing and Sales Strategy
- Services and Pricing
- Operational Plan
- Financial Plan
- Legal Considerations
- Risk Management



Sample in your materials

# WORK SMARTER, NOT HARDER - USE AI TOOLS

**The magic prompt:** Hello [ChatGPT, Gemini, Claude] I am a [profession] looking to create a detailed business plan for the next [one, two, three years]. I need your assistance in developing this plan. Can you guide me through this process by asking me specific questions to provide the information that is needed to build out a well-informed plan? I'll provide the necessary information based on your queries. Let's focus on gathering insights into my target market, defining the structure of my practice, outlining my financial goals, and establishing a marketing strategy. I would like this to be a collaborative process where you ask me questions, one at a time, I provide responses, and then you ultimately will use this information to draft a comprehensive business plan. This plan should include a clear timeline for implementation, specific action items, and measurable goals.



**TIME FOR TIP #2:**  
**KNOW YOUR BRAND**

# DEVELOP YOUR BRAND



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## Brand Identity

Your "WHO am I as a mediator?"

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## Unique Value Proposition

Your "WHAT and HOW problems do I solve for my target clients?"

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## Core Values

Your "WHY do I mediate?"

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## Create Your Online Presence

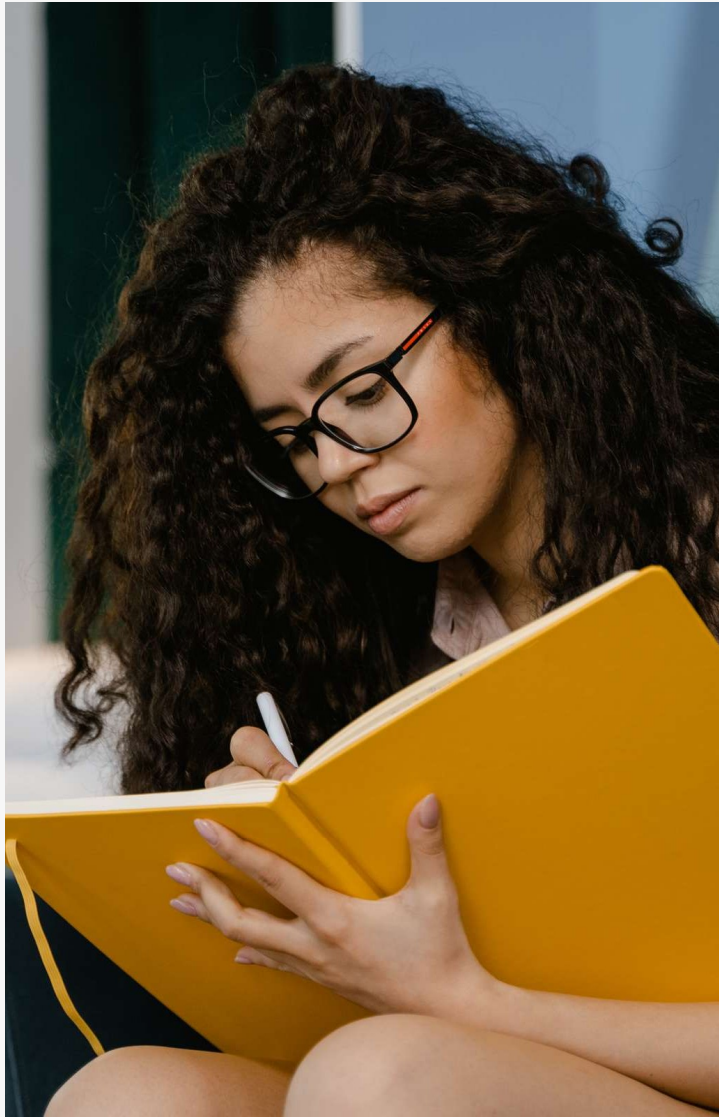
Let your potential clients (target audience) know your WHO, WHAT, HOW and WHY!

**“Branding is what people say about you when you are not in the room.”**

- Jeff Bezos

**Here's an insider tip:  
People will listen to what you say about yourself, so make sure you're saying something worth repeating.**





It is the **story, experience, and reputation** you create and communicate.

Start with clarity and intention:

- Who do you serve?
- What specific problem do you help them solve?
- Why are you the right person for them to trust?

## SIMPLE BRANDING EXERCISE

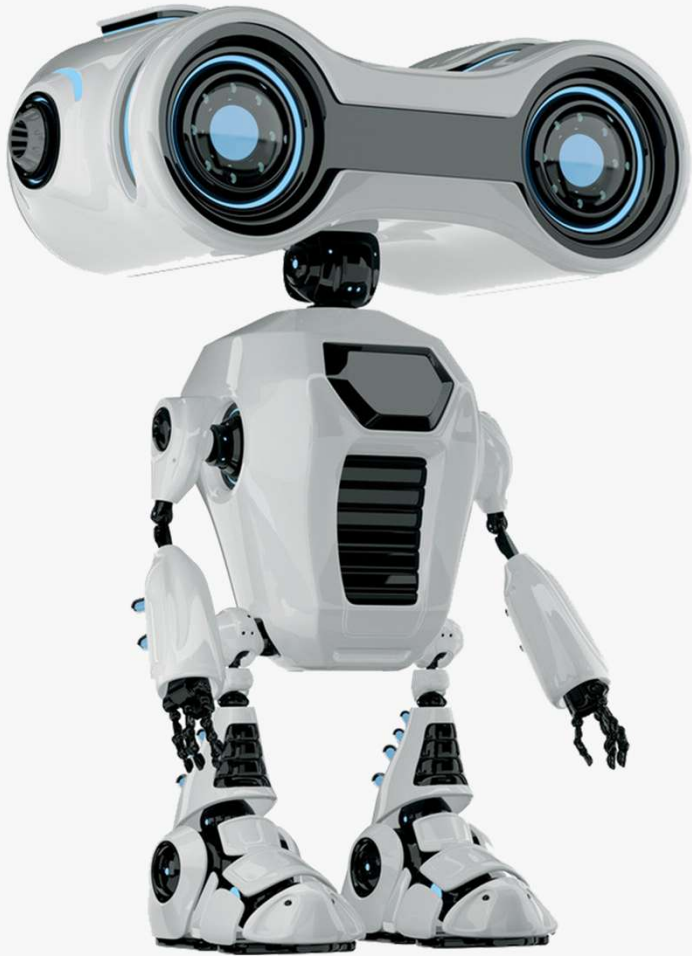
Try this framework:

**“I help [ideal client] resolve [type of dispute] in a way that [unique differentiator].”**

Examples:

I help small business owners resolve partnership disputes without going to court—so they can focus on growth, not grudges.

I help high-net-worth divorcing couples navigate the process with discretion, clarity, and control.



## **SAMPLE PROMPT FOR BRANDING WITH AI TOOLS:**

**"Act as a branding coach for legal and dispute resolution professionals. Help me clarify my brand by asking me a series of questions to define: (1) who I serve, (2) what specific problems I help them solve, (3) what makes my approach or background unique, and (4) what kind of client experience I want to deliver. Then, help me craft a personal brand statement and a 1-sentence elevator pitch based on my answers."**

# YOU'VE GOT YOUR BRAND—NOW WHAT?

Here are 5 ways to start putting your brand to work immediately:

1. Align All Your Materials - Audit your professional assets
2. Use Your Brand in Conversations
3. Embed It in Your Client Experience
4. Make It Part of Your Content Strategy
5. Repeat It (More Than You Think)



**LET'S WRAP IT UP  
WITH TIP #3:**

Take Charge of Your  
Thought Leadership



“If you want to **be top of mind**,  
you have to **stay in the**  
**conversation.**”

**Essential truth: consistency**  
and **presence** are key—you  
must consistently show up (in  
content, networking,  
reminders) to be remembered.

# Thought Leadership

**Means showing up consistently with value, so the right people see you as a trusted expert. It's one of the most powerful ways to build trust, authority, and, yes - referrals.**



## WHY DOES IT WORK?

- **Trust:** People hire professionals they trust. Thought leadership helps you earn that trust before they ever pick up the phone.
- **Differentiation:** It's how you stand out from every other "I'm a mediator" on LinkedIn.
- **Reputation:** It builds your professional reputation—even when you're not in the room.
- **Referrals:** Thought leaders get recommended. You become the name people drop when someone asks, "Do you know someone who handles...?"



## CHOOSE THE RIGHT PLATFORM

You don't need to be everywhere. Pick one or two channels that fit your style:

- **LinkedIn:** Great for short posts, insights, or sharing your expertise with colleagues and clients alike.
- **Podcast guesting:** Let someone else ask you smart questions. You show up, share, and repurpose.
- **Writing/blogs:** Ideal if you prefer longer-form content—great for SEO and credibility.
- **Speaking engagements:** Local bar events, webinars, CLE panels—they're still powerful, and often overlooked.



## CREATE A MANAGEABLE STRATEGY

Here's the golden rule: **Consistency beats intensity.**

**Start with one post or piece of content a week. It could be:**

- A short tip you gave a client
- A question you hear all the time
- A quote or stat you love
- A trend or shift you're noticing in mediation

And don't forget to REPURPOSE!



## **BONUS TIPS:**

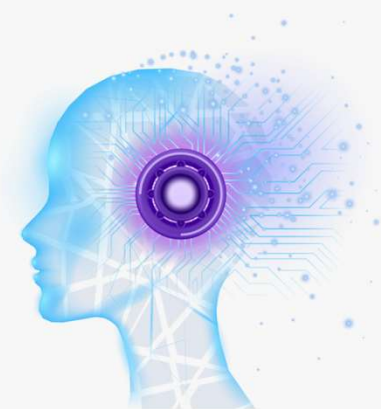
### **Use Your "Earned Secrets"**

Your most powerful content isn't generic tips - it's what you've learned from experience. Share those earned insights (ethically and anonymized, of course).

That's what establishes credibility and connects with real people.

### **AI Tools are GREAT collaborators**

Prompt Example: "Act as a content coach. Help me create five LinkedIn post ideas for mediators who work with business partners in conflict."



# FINAL EXERCISE:

Turn Today into  
Thought Leadership

## **SOME IDEAS TO GET YOU STARTED:**

### **Post a takeaway:**

- “Today I spent time sharpening my skills at the Powerhouse ADR Institute. One insight that really stuck with me...” (Add a tip, quote, or question for engagement.)

### **Share a photo:**

- A snapshot of the conference or a speaker with a thoughtful caption connects you with peers and shows ongoing development.

### **Write a reflection:**

- A LinkedIn article or blog on a topic you learned about—something you want to explore more, or apply in practice.

### **Offer value to your audience:**

- “For clients facing [specific issue], here’s what today’s session reminded me: clarity, preparation, and the right mindset matter.”

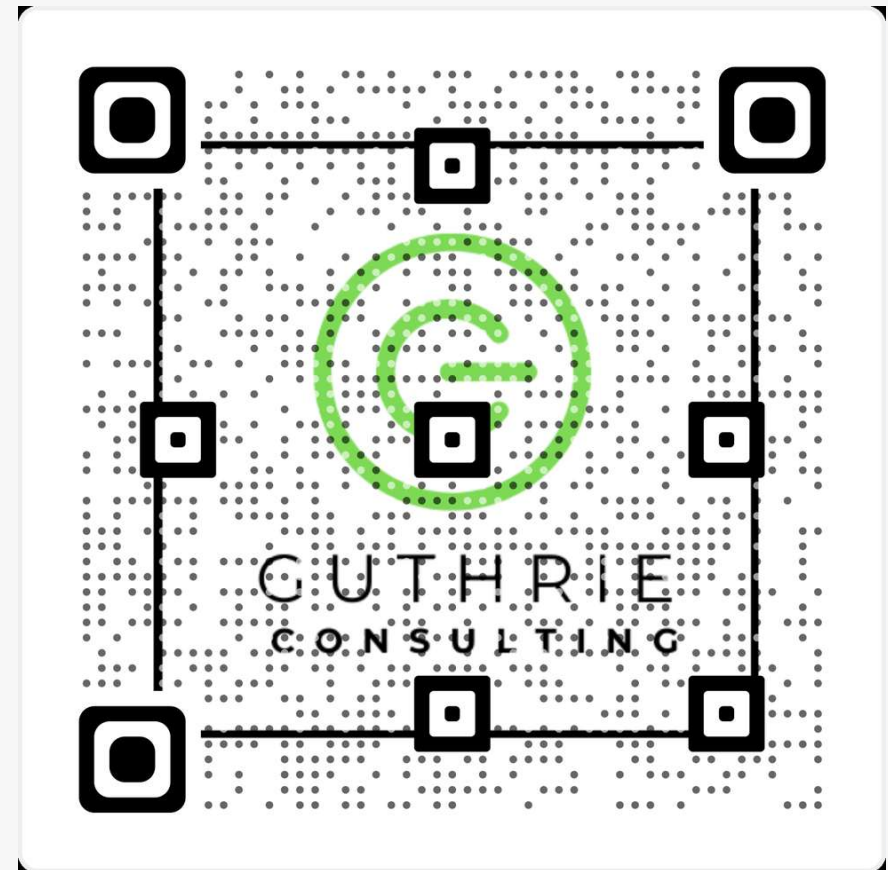
### **Collaborate:**

- Connect with someone in the room or on LinkedIn and co-author a short post or webinar idea.

## STAY IN TOUCH!

Connect with me, and with each other, on LinkedIn

Update your LinkedIn profile to include your recent mediation training



# Q & A

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