




**New Year
New Practice**
Building a Smarter, Stronger
ADR Practice in 2026
with **Susan Guthrie**

 AUSTIN BAR ASSOCIATION
The Austin Bar Association
Alternative Dispute Resolution Section
January 29, 2026

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**Get
the
Materials**
<https://susaneguthrie.com/Austin-ADR>



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How many of you are entrepreneurs?

How many of you are solopreneurs?

How many of you want to grow your practice in 2026?

How many of you have a strategic plan to achieve that growth?

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ADR professionals struggle to grow their practices for three fundamental reasons

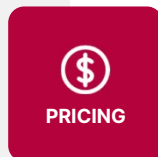
First, they lack clear **positioning**.

Second, they rely on **pricing** models that undermine sustainability.

Third, they approach **promotion** reactively instead of strategically.

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The 3 Ps of Profitable Practice



THE KEY TO GROWTH AND SUCCESS
HAVING A CLEAR STRATEGY FOR

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Today's Program



Break Through the Blocks

Unpack the 3 biggest mindset and strategy barriers that keep entrepreneurial professionals stuck and failing to grow.

1. Positioning: Define & Present

Learn how to stop chasing clients and start attracting the right ones through positioning and clarity.

2. Profitability: Rethink Your Revenue

Explore the most common pricing mistakes pros make (and what to do instead).

3. Promotion: Visibility & Attraction

Marketing Strategies that build on your thought leadership so that the right clients will have you top of mind.

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01

Positioning



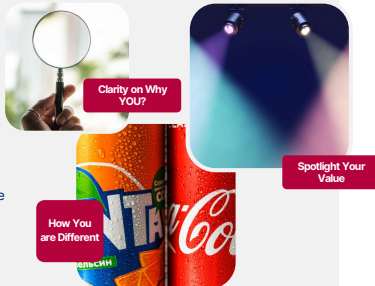
How you **define, present, and differentiate** your practice so the **right** clients immediately understand your value.

It's all about your BRAND

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Positioning = Clarity + Differentiation

- How you define, present, and differentiate your practice.
- The lens through which clients instantly decide: "Are you the one for me?"
- Strong positioning makes your value obvious, memorable, and credible.



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The Biggest Mistakes in Positioning

Where Most Professionals Go Wrong

Generalism

Trying to be everything to everyone makes you generic & forgettable.

Buzzwords

Overloading messaging with jargon → clients tune out.

Credentialism


Hiding behind credentials instead of showing value.

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How to Do It Right


Positioning That Connects & Converts

- Define your **ideal client** — who you serve best.
- Articulate **your value** in their language (not legalese).
- Highlight **what makes you different** — your niche, approach, or results.
- Stay **consistent** across website, LinkedIn, and marketing.



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02 Pricing




The **structure and clarity** of your fees, designed to reflect your **expertise**, deliver **predictability**, and create **sustainable revenue**.

What are you WORTH?

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Pricing = Value + Predictability



- Pricing isn't just about numbers - it's about how you communicate **your value**.
- The right pricing structure **builds trust**, **reduces client stress**, and creates **sustainable income**.
- **Clarity = confidence** (for both you and your clients).

What **VALUE** do you bring?

Client Experience and Trust

Sustainable Income

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The Biggest Mistakes in Pricing

Where Most Professionals Go Wrong


Hourly Sticking to the billable hour → rewards inefficiency, frustrates clients.	Underpricing Underpricing services → undervalues expertise and erodes sustainability.
Complicated Overcomplicating fee structures → confuses clients and slows conversions.	Avoidance Avoiding money conversations → creates distrust and misalignment.

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How to Do It Right

- Align pricing with outcomes and value – not time.
- Offer clear, transparent options (flat fees, packages, or subscription models).
- Test and refine: let demand, client feedback, and your capacity guide adjustments.
- Present pricing confidently - clarity sells.

Pricing That Supports You & Your Clients



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03

Promotion



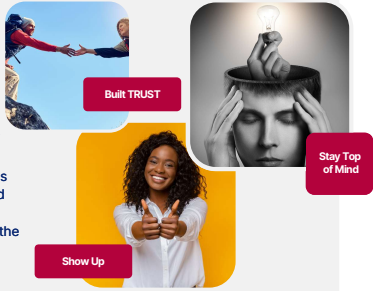
The consistent strategies you use to **stay visible**, **share your message**, and **attract clients** who are **aligned** with your services.

You've got to make them want YOU!

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Promotion = Visibility + Consistency

- Promotion is how you stay top of mind with the right clients.
- It's not about shouting louder—it's about showing up with clarity and consistency.
- Visibility builds trust long before the first consultation.



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The Biggest Mistakes in Promotion

Where Most Professionals Go Wrong

One Bucket

Relying only on referrals → unpredictable pipeline.

Spaghetti Approach

Posting sporadically or without a clear message or plan.

Me, Me, Me

Talking about yourself instead of addressing client needs.

Too Much


Trying to be on every platform → spreading too thin

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How to Do It Right

Promotion Through Thought Leadership

- Share insights that **educate and add value**.
- Tell stories that show **real impact**.
- **Focus on your niche** to become the go-to expert.
- **Repurpose content** across platforms for greater reach.
- Lead with service - **trust drives clients** and opportunities.



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3 Key Takeaways

Clarity creates momentum

When you know your positioning, pricing, and promotion, growth stops feeling like guesswork.

Confidence drives profit

Clear, client-centered pricing and messaging make it easier for clients to say "yes."

Consistency builds trust

Showing up regularly as a thought leader is the fastest path to sustainable, long-term success.

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What to do NOW

It's time to do your HOMEWORK!

<https://susaneguthrie.com/Austin-ADR>



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More Resources:











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More Resources:

susaneguthrie.com

Date: Feb. 2, 2026

Time: 11 am CT

Place: Live on Zoom



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Susan Guthrie
Helping Mediators, Lawyers & Entrepreneurs Build Profitable Pr...

Thank You

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