



**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://susaneuguthrie.com/Austin-ADR>



The QR code is framed in red and features the Austin Bar Association logo in the center, which includes the words "AUSTIN BAR" and "ASSOCIATION" around a stylized building icon.

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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



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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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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).

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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.



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A photograph of a person's hand holding a blue rectangular card. On the card, the words "HIRE ME!" are printed in large, bold, red capital letters. The background is a light-colored surface.

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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://susanguthrie.com/Austin-ADR>



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More Resources:

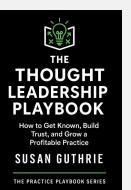




THE PRACTICE PLAYBOOK PODCAST
Helping Law Firm Managers and Legal Entrepreneurs Build Smarter, Stronger, More Profitable Practices



THE FLAT FEE PLAYBOOK
A Step-by-Step Guide for Professional Service Firms from Multiple Hour Burden



THE THOUGHT LEADERSHIP PLAYBOOK
How to Get Known, Build Trust, and Grow a Profitable Practice



THE BUSINESS PLAN PLAYBOOK
How to Build a Business Plan that Works for Lawyers, Mediators, and Dispute Resolution Professionals

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More Resources:

susaneguthrie.com

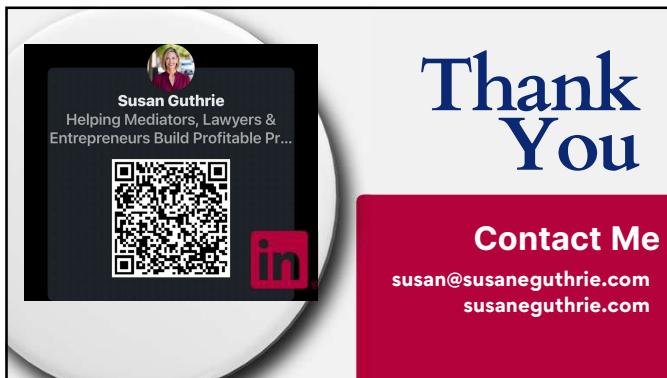
Date: Feb. 2, 2026

Time: 11 am CT

Place: Live on Zoom



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