



# Profitable Practice Strategies for Divorce Professionals

Building a Sustainable, Aligned  
and Thriving Non-Adversarial  
Practice  
with Susan Guthrie



The Connecticut Council  
for Non-Adversarial Divorce

Connecticut Council for Non-Adversarial Divorce  
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Get  
the  
Materials

<https://susaneguthrie.com/CCND2026>



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How many of you love the work itself, but sometimes feel frustrated with how hard it is to sustain financially?

How many of you have been practicing for years but still feel like you are “figuring out” the business side?

How many of you would like more of the right clients, and fewer of the draining ones?

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## Divorce 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 IS HAVING A CLEAR STRATEGY FOR EACH!



POSITIONING



PRICING



PROMOTION

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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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# Positioning



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

**It's all about your BRAND**

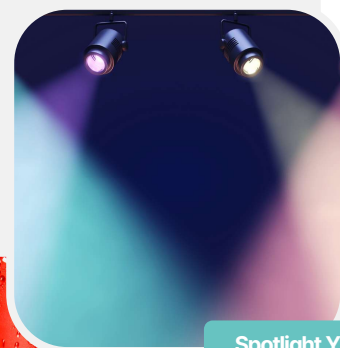
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## Positioning = Clarity + Differentiation

- 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.



Clarity on Why  
YOU?



Spotlight Your  
Value

How You  
are Different



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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

- 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.



Positioning That Connects & Converts

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02

## Pricing



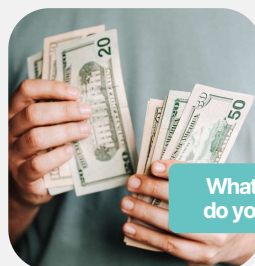
The **structure and clarity** of your fees, designed to reflect your **expertise**, deliver **predictability**, and create **sustainable revenue**.

**What are you WORTH?**

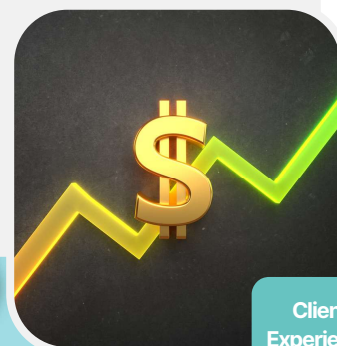
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## Pricing = Value + Predictability

- 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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## 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.



Built TRUST



Stay Top  
of Mind



Show Up

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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

- 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.

## Promotion Through Thought Leadership



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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

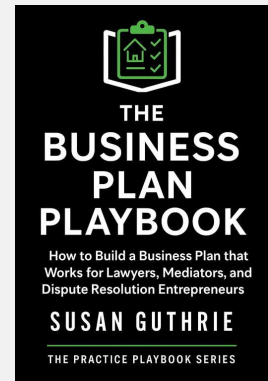
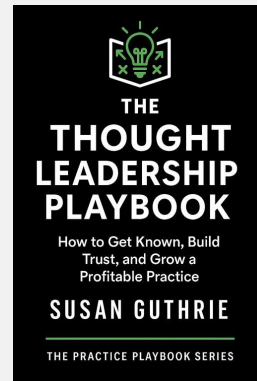
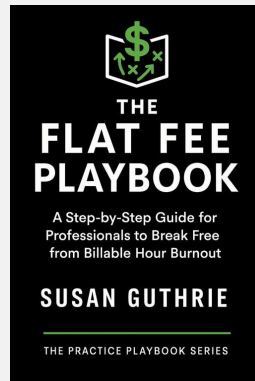
It's time to do your HOMEWORK!



<https://susaneguthrie.com/CCND2026>

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## More Resources:



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# Thank You

## Contact Me

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**“Moved to the other end of the state... I still feel like a stranger in a strange land. What steps can I take to increase my availability for my new colleagues to mediate or arbitrate their cases?”**

**“What are best practices for screening clients and maintaining neutrality when initially contacting clients?”**

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**“How do I get mediations and get my mediation business off the ground? I’ve been networking for 2 years and have done 2 paid mediations.”**

**“What actions would you take in the first 3 months of the year to increase visibility, name recognition, and increase bookings?”**

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**“Best billing practices and set up.”**

**“What is the best way to generate revenue in 2026?”**