

PROFITABLE
PRACTICE
STRATEGIES
with Susan Guthrie

Positioning That Connects & Converts

Clarity Exercise & Worksheet

Step 1: Define Your Ideal Client

Prompt:

- Who do you serve best?
- What kind of client energizes you instead of draining you?
- What kinds of matters or disputes do you handle most effectively?

Example Answers:

- *Family Mediator:* “I help divorcing parents who want to minimize conflict and prioritize their children’s well-being.”
 - *Business Attorney:* “I serve small business owners who need practical, preventive legal advice without corporate-level pricing.”
 - *Workplace Mediator:* “I work with HR leaders who want to resolve internal team conflicts quickly and keep their workforce productive.”
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Step 2: Articulate Your Value in Their Language

Prompt:

- If your client described what you do at a dinner party, what would they say?
- What problem do you solve in a way they understand immediately?

Example Answers:

- *Collaborative Divorce Lawyer:* “I help couples divorce with dignity, without going to court.”

- *Arbitrator*: “I provide business owners a faster, private alternative to drawn-out litigation.”
 - *Mediator for Elder Care*: “I help families make hard decisions about aging parents without tearing each other apart.”
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Step 3: Highlight What Makes You Different

Prompt:

- What sets you apart from others who do what you do?
- Do you have a unique approach, method, or perspective?
- Do your clients consistently compliment one specific strength?

Example Answers:

- *Startup Counsel*: “Unlike many attorneys, I’ve run my own startup, so I understand both the legal and business challenges founders face.”
 - *Bilingual Mediator*: “I conduct mediations in both English and Spanish, helping parties fully express themselves.”
 - *Employment Attorney*: “I focus on preventive policies—helping employers avoid lawsuits instead of reacting to them.”
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Step 4: Stay Consistent Across Platforms

Prompt:

- Does your website, LinkedIn, and email signature all say the *same thing* about who you are and what you do?
- Is your value statement visible in each place a client might find you?

Mini Checklist:

- ☐ My LinkedIn headline clearly states who I serve.
- ☐ My website home page communicates my unique value in plain English.
- ☐ My email signature reinforces my role and expertise.

Example:

- *LinkedIn Headline:* “Divorce Mediator Helping Parents Build Peaceful Co-Parenting Plans”
 - *Website Intro:* “Divorce is hard. I make the process easier by helping parents resolve conflict and create child-focused parenting plans—without going to court.”
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✦ **Wrap-Up Exercise**

Pull your answers together into one **Positioning Statement**:

Template:

“I help [ideal client] solve [specific problem] by [unique value/approach], so they can [desired outcome].”

Examples:

- *Mediator:* “I help families in conflict resolve disputes peacefully through mediation, so they can move forward without costly litigation.”
 - *Attorney:* “I help small business owners avoid legal pitfalls by offering clear, practical legal guidance that keeps them protected and profitable.”
 - *Arbitrator:* “I help companies resolve commercial disputes quickly and privately, so they can get back to business.”
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Takeaway: Use your positioning statement everywhere—your website, LinkedIn, email signature, and even in client conversations.