



Positioning for Success

Worksheet 2: Target Audience Definition

Why This Comes First

Before you refine your positioning, messaging, or visibility strategy, you must define your primary audience with precision.

Most mediators say they serve 'attorneys' or 'clients.' That level of generality prevents differentiation.

Clarity of audience drives:

- Referral strategy
- Content focus
- Relationship development
- Market reputation
- Practice growth decisions

Step 1 – Define the Decision-Maker

Who is most likely to select you as a mediator?

Your Primary Decision-Maker:

Secondary (if applicable):

Step 2 – Define the Dispute Context

In what type of matters are you best positioned to add value?

Your Core Dispute Context:

Step 3 – Understand Their Pressures

What keeps this decision-maker up at night?

What are they most concerned could go wrong?

Step 4 – Define What Success Looks Like to Them

From their perspective, what does a successful mediation achieve?

Their Definition of Success:

Step 5 – Decision Criteria

When selecting a mediator, what factors matter most to this audience?

- Subject-matter credibility
- Prior trial experience
- Settlement track record
- Process control and efficiency
- Industry familiarity
- Reputation among peers
- Personality and demeanor
- Availability and responsiveness
- Other: _____

What carries the most weight?

What do they say out loud versus what actually drives their decision?

Explain the difference if there is one:

Step 6 – Access Points

Where do you meaningfully intersect with this audience — not just where they exist, but where you can build visibility, credibility, and preference?

Your Most Strategic Access Points (limit to 2–3 that you will intentionally cultivate):

Executive Reflection

Is your current marketing activity aligned with this defined audience?

- Yes ■ Partially ■ No

Strategic Outcome

By completing this exercise, you should have:

- Defined a primary decision-maker
- Clarified the dispute environment where you add the most value
- Identified the pressures driving mediator selection
- Articulated what success means from their perspective
- Recognized how and where to reach them

This clarity becomes the foundation for your positioning statement in Worksheet 3.