

Family Mediation Practice Business Plan

2025-2026 Strategic Growth Plan

Executive Summary

Business Overview: A specialized family mediation practice serving clients in Florida and Missouri through 100% virtual services. Leveraging 20 years of divorce law experience to provide collaborative dispute resolution services with flexible scheduling options including evenings and weekends.

Mission Statement: To provide accessible, expert family mediation services that help families resolve disputes efficiently and amicably while preserving relationships and reducing the emotional and financial costs of litigation.

Key Success Metrics for Year 1:

- Achieve \$100,000+ annual revenue
 - Maintain 15-20 active cases monthly
 - Establish 3-5 consistent referral sources
 - Build online presence with 50+ qualified leads quarterly
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Current Situation Analysis

Strengths

- 20 years divorce law expertise providing deep subject matter knowledge
- Established professional network in Florida and Missouri
- Flexible virtual model allowing wider geographic reach
- Competitive advantage with evening/weekend availability
- Strong educational foundation with 80+ hours mediation training
- Participation in ABA dispute resolution incubator program

Current Challenges

- Limited brand awareness as mediator (vs. former attorney identity)
- Basic website requiring enhancement
- Minimal marketing strategy/implementation
- Small current caseload (5 cases total)

- High professional insurance costs from maintaining law licenses

Market Opportunity

- Growing demand for alternative dispute resolution
 - Increasing acceptance of virtual mediation services
 - Underserved market for flexible scheduling options
 - Cost-conscious clients seeking alternatives to litigation
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Target Market Definition

Primary Target Market: High-Functioning Divorcing Couples

Demographics:

- Household income: \$75,000-\$250,000
- Age: 35-55
- College-educated professionals
- Geographic: Florida and Missouri residents

Psychographics:

- Value privacy and discretion
- Seek cost-effective solutions
- Want to maintain amicable relationship post-divorce
- Willing to invest in professional guidance
- Prefer collaborative vs. adversarial approaches

Secondary Markets:

1. **Post-Divorce Modifications:** Former clients needing custody/support adjustments
 2. **Pre-Marital Planning:** Couples seeking prenuptial agreement mediation
 3. **Legal Coaching:** Individuals needing strategic guidance without full representation
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Service Offerings & Pricing Structure

Core Services

Divorce Mediation

- Rate: \$450/hour
- Average case: 15-22 hours total
- Revenue per case: \$6,750-\$9,900
- Includes: Mediation sessions, document drafting, agreement review

Modification Mediation

- Rate: \$450/hour
- Average case: 5-8 hours
- Revenue per case: \$2,250-\$3,600

Legal Coaching/Review Services

- Rate: \$450/hour
- Flexible engagement model

Value Proposition

- Expert guidance from 20-year family law veteran
 - Flexible scheduling including evenings/weekends
 - 100% virtual convenience
 - Cost savings vs. traditional litigation
 - Confidential, collaborative process
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Financial Projections & Goals

Year 1 Financial Targets

Monthly Baseline Needs: \$5,000 (living + business expenses) **Annual Revenue Goal:** \$100,000+

Revenue Model:

- Target: 12-15 divorce mediations annually
- Target: 8-10 modification cases annually
- Target: 10-12 legal coaching engagements annually

Monthly Expenses:

- Virtual Assistant: \$500
- Internet/Phone: \$200

- Insurance (Health/Professional/Business): \$1,000
- Supplies: \$100
- Marketing: \$500 (new allocation)
- Professional Development: \$200
- **Total Monthly Expenses:** \$2,500

Break-Even Analysis:

- Need 5.5 billable hours monthly to cover expenses
- Target: 20-25 billable hours monthly for growth goals

Quarterly Revenue Targets

- Q1 2025: \$20,000 (4-5 cases)
 - Q2 2025: \$25,000 (5-6 cases)
 - Q3 2025: \$27,500 (6-7 cases)
 - Q4 2025: \$30,000 (7-8 cases)
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Marketing Strategy

Phase 1: Foundation Building (Months 1-3)

Website Enhancement

- Professional redesign focusing on mediation services
- SEO optimization for "divorce mediation Florida/Missouri"
- Client testimonials and case studies
- Clear service descriptions and pricing
- Online scheduling system
- Educational content/blog

Professional Network Activation

- Reconnect with former colleagues announcing mediation practice
- Join local bar association family law sections (virtual participation)
- Attend virtual networking events and CLE programs
- Create professional announcement/press release

Phase 2: Content Marketing & Education (Months 2-6)

Educational Content Strategy

- Weekly blog posts on mediation benefits
- Social media presence (LinkedIn focus)
- Webinar series: "Understanding Divorce Mediation"
- Email newsletter for referral sources
- Downloadable guides: "Is Mediation Right for You?"

Referral Source Development

- Target family law attorneys for referrals
- Connect with financial planners and therapists
- Build relationships with other mediators for overflow
- Court self-help center partnerships

Phase 3: Digital Marketing Expansion (Months 4-12)

Paid Advertising

- Google Ads for mediation keywords
- Facebook/Instagram targeted campaigns
- LinkedIn professional network ads

Strategic Partnerships

- Collaborate with divorce coaches
- Partner with family financial specialists
- Cross-referral agreements with complementary professionals

Operational Plan

Technology Infrastructure

- Zoom Pro for mediation sessions
- Practice management software (Clio/MyCase)
- Document sharing platform (Google Workspace/Dropbox)
- Online scheduling system (Calendly/Acuity)

- Website analytics and CRM integration

Virtual Office Setup

- Professional virtual background/lighting
- High-quality audio/video equipment
- Reliable backup internet connection
- Document e-signature capabilities
- Secure file storage and sharing

Professional Development

- Continue ABA incubator program participation
 - Advanced mediation training (20+ hours annually)
 - Marketing/business development courses
 - Technology skills enhancement
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Implementation Timeline

Months 1-2: Foundation

- ☐ Website redesign and launch
- ☐ Professional photography/branding
- ☐ Update all marketing materials
- ☐ Implement practice management system
- ☐ Launch referral source outreach campaign

Months 3-4: Content Creation

- ☐ Develop educational content library
- ☐ Launch blog and social media presence
- ☐ Create downloadable resources
- ☐ Begin webinar planning
- ☐ Establish email marketing system

Months 5-6: Marketing Launch

- ☐ Launch Google Ads campaigns
- ☐ Host first educational webinar
- ☐ Implement referral tracking system
- ☐ Develop case studies/testimonials

- ☐ Join professional organizations

Months 7-9: Scale & Optimize

- ☐ Analyze marketing ROI and adjust
- ☐ Expand successful marketing channels
- ☐ Develop advanced service offerings
- ☐ Create systemized client onboarding
- ☐ Consider strategic partnerships

Months 10-12: Growth & Planning

- ☐ Evaluate year-end performance
 - ☐ Plan for potential law license transitions
 - ☐ Develop year 2 expansion strategy
 - ☐ Consider additional certifications
 - ☐ Assess market expansion opportunities
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Key Performance Indicators (KPIs)

Financial Metrics

- Monthly recurring revenue
- Average revenue per case
- Client acquisition cost
- Profit margins
- Collection rates

Marketing Metrics

- Website traffic and conversion rates
- Lead generation by source
- Referral source productivity
- Social media engagement
- Email open/click rates

Operational Metrics

- Case completion times
- Client satisfaction scores

- Referral rates from clients
 - Professional development hours
 - Technology efficiency measures
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Risk Assessment & Mitigation

Primary Risks

1. **Economic downturn affecting divorce rates**
 - *Mitigation:* Diversify services, focus on cost-saving value proposition
 2. **Increased competition from other mediators**
 - *Mitigation:* Differentiate through expertise and flexible scheduling
 3. **Technology failures affecting virtual practice**
 - *Mitigation:* Backup systems, technical support resources
 4. **Regulatory changes in mediation requirements**
 - *Mitigation:* Stay current with continuing education, professional associations
 5. **Client acquisition challenges**
 - *Mitigation:* Diversified marketing approach, strong referral network
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Success Metrics & Review Schedule

Monthly Reviews

- Financial performance vs. targets
- Marketing campaign effectiveness
- Client pipeline analysis
- Operational efficiency assessment

Quarterly Strategic Reviews

- Goal achievement evaluation
- Market condition assessment
- Strategy adjustment planning
- Professional development planning

Annual Comprehensive Review

- Full financial analysis
 - Market position evaluation
 - Strategic plan updates
 - Growth opportunity identification
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Conclusion

This business plan provides a roadmap for transitioning from a small mediation practice to a thriving, six-figure family mediation business within 12 months. Success depends on consistent execution of marketing strategies, maintaining high service quality, and building strong professional relationships.

The combination of deep legal expertise, flexible virtual service delivery, and strategic marketing positioning creates a strong foundation for sustainable growth in the expanding mediation market.

Next Steps:

1. Finalize website enhancement project
2. Implement marketing budget allocation
3. Begin systematic referral source outreach
4. Track progress against monthly KPIs
5. Adjust strategies based on quarterly reviews