



**New Year  
New Practice  
Setting Yourself  
Up for Growth  
with Susan Guthrie**

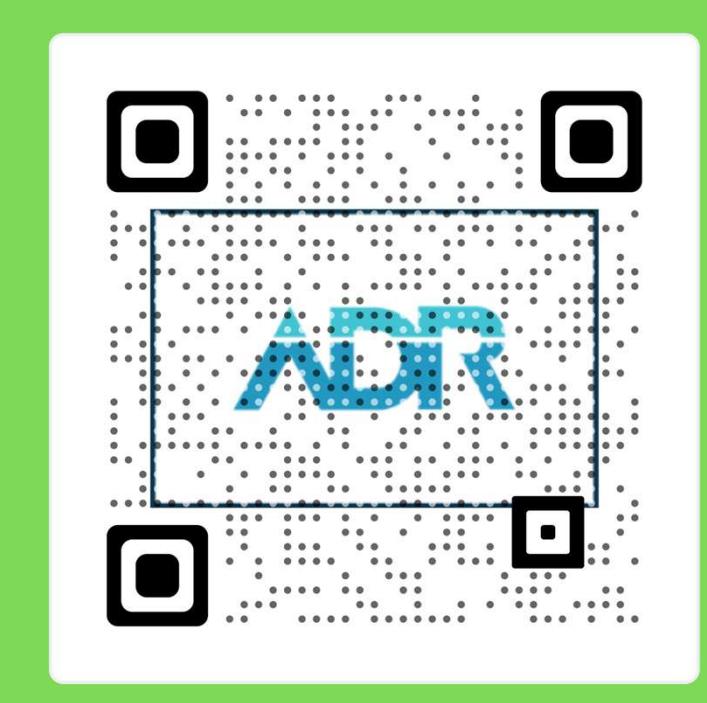
The Florida Bar  
Alternative Dispute Resolution Section  
Friday, January 9, 2026

**ADR**

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**Get  
the  
Materials**

<https://susane-guthrie.com/FL-ADR>



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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 IS HAVING A CLEAR STRATEGY FOR EACH THAT'S YOUR PLAN!



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



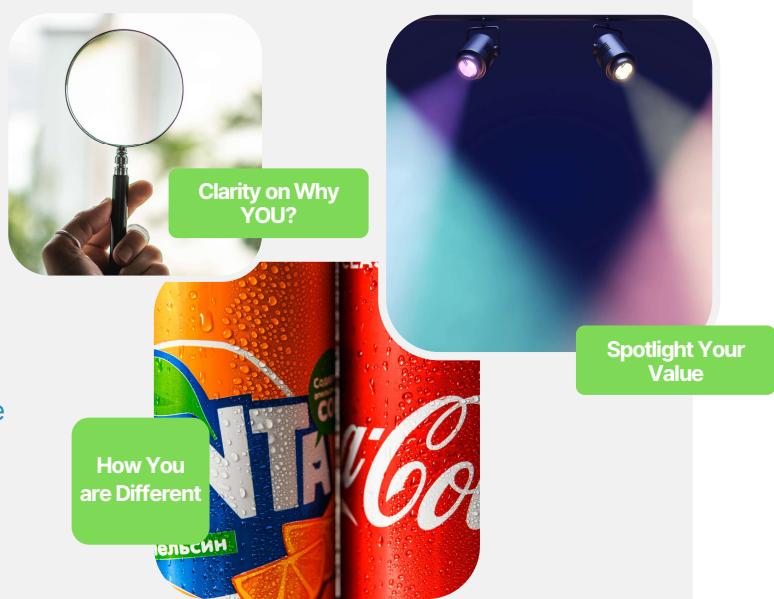
How you **define, present, and differentiate** your practice so the **right** clients immediately understand your value.

**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.



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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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## 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.

Pricing That Supports You & Your Clients



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## Promotion



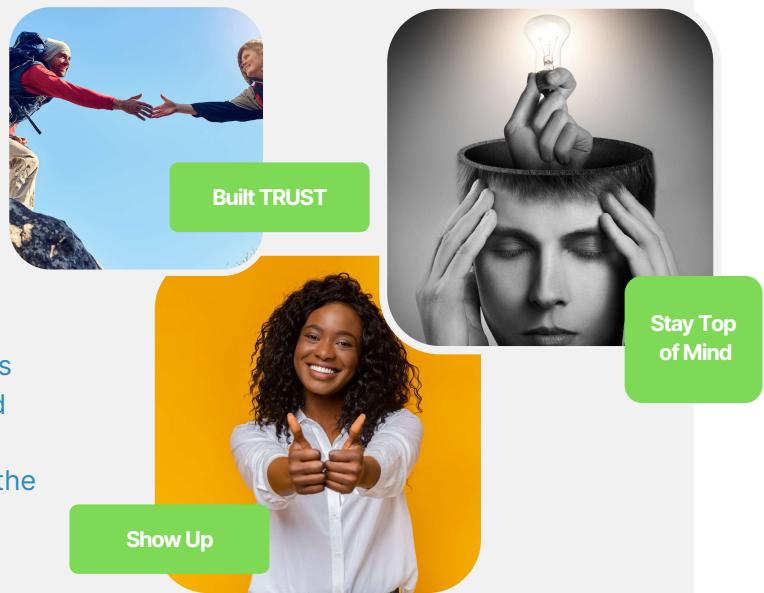
The consistent strategies you use to **stay visible, share your message, and attract clients** who are **aligned** with your services.

**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.



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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."

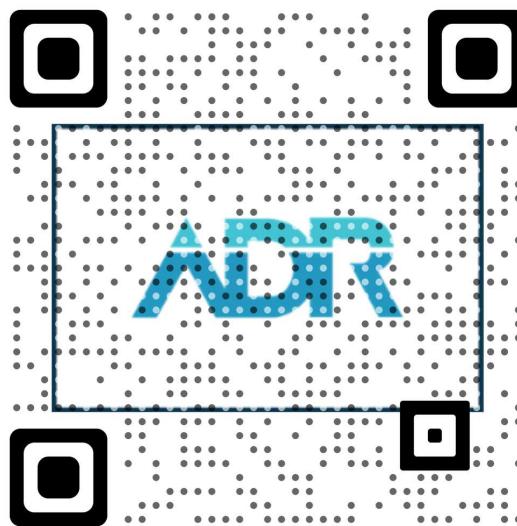
## Consistency builds trust

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!

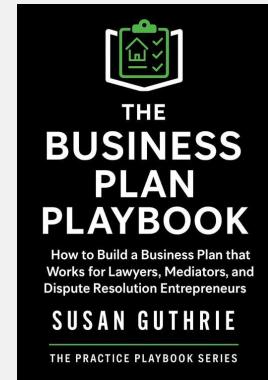
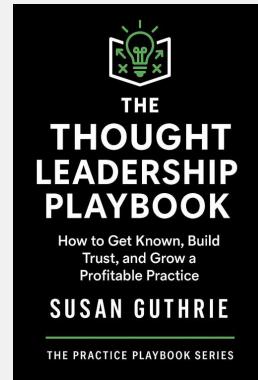
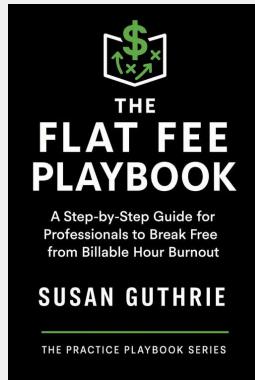


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## More Resources:

[susaneguthrie.com/susans-books](http://susaneguthrie.com/susans-books)



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# Thank You

Contact Me

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