

Open for Business

Marketing Your Collaborative Practice



OPEN



OPENPALM
DIVORCE WITHOUT COURT BY JORYN JENKINS

The Problem

ATTORNEYS

You studied for years. You passed the bar. You hung your shingle. In that moment, the excitement was enough. Then reality hit; you realized that, despite years of education, no one had taught you to market your practice. You have no idea how to bring in clients.



COUNSELORS

Perhaps you realized when you were young that you had a gift for assisting people in anguish. You, too, studied for years. Now you're a counselor of a different kind. Yet you share the same problem. How do you market your talent? Especially now that you're a collaborative facilitator or coach?

FINANCIAL NEUTRALS

Or perhaps you're the complete opposite of the emotional support person I just described; you have a facility with numbers, so you help folks wrestle with their finances, something that so few can do but that you do so well. And now you've discovered a new aptitude as a collaborative financial neutral. But you, too, have no clue how to market your skills in this new arena.



The Solution

Help the clients you seek find you!
Earn the income you want doing what you enjoy!

The *Open for Business Marketing Your Collaborative Practice Toolkit* contains every tool that a professional needs to bring in the clients. The *Toolkit* is your complete guide, with step-by-step instructions on how to market your practice, become the face of collaborative divorce in your community, and grow your business, whether you are the facilitator, the coach, the financial neutral, or the attorney.

Follow the steps in this A-to-Z marketing program and *Open Palm* is so sure that you will earn back the money you invested in it that we offer you a *Money Back Guarantee*. That's how much we care about *Changing the Way the World Gets Divorced*.

Open Palm's team of marketing experts lays out the steps each month for you and your staff to follow to make you the go-to collaborative divorce professional in your community. Here are just a few of the tools included that allow *Open Palm* to offer its *Money Back Guarantee*.



Open for Business Institute

Trainings and Toolkit for Collaborative Professionals to boost clarity, credibility, coherence, conspicuousness, and connectivity.

TOOLKIT

Become a Collaborative Champion

Learn the Five Fortes to Effectively Focus Your Collaborative Marketing Efforts. Apply your passion for the good that you do by focusing your marketing efforts on growing your collaborative practice:



- 1) Collaborative Champions pitch compellingly and with clarity every time;**
- 2) Collaborative Champions publish provocative content regularly;**
- 3) Collaborative Champions present passionately at public events, and connect with crowds;**
- 4) Collaborative Champions' brands are conspicuous, their ideas and their causes "above the noise"; and**
- 5) Collaborative Champions partner with every potential referral source.**

The Open for Business Toolkit will hone your efforts to effectively market your collaborative practice. See website to purchase: www.OpenPalmLaw.com.

Your Investment: \$7,495.

CP Marketing Toolkit Outline

The Toolkit includes guidelines, protocols, instructions, samples, and forms, all on thumb-drives and in a handbook. It also includes sample marketing products, free gifts, advertising materials, and books, all of which will whet your prospect's appetite for the collaborative divorce alternative.

Pitch

Do you clearly articulate the value of the services you provide? Do you have a compelling answer to the question "What do you do?" One that invites questions? Clarity is the ability to communicate your message in a way that convinces.

Pitch guidelines and instructions – covers how to develop your collaborative practice pitch, when to use it, and which pitch to use in what circumstances, not only for you but for your entire team. Includes sample forms, pitches, slogans, infomercials, case studies, and more.

Publish

Do you have authority in your profession? Are you perceived as the expert, as having the answers? Credibility enables you to write clear and compelling blogs, articles, tweets, and books that people will read, relate to, and share.

Publish guidelines and instructions – covers how to conceptualize ideas for publications, use and re-use themes, choose where to publish, decide when to publish, title your publications, self-publish, and obtain both book testimonials and forewords. Includes sample forms, books, articles, blogs, tweets, case studies, and more.

Present

Are you invited to speak at trainings, at events, on podcasts, on radio shows, and on TV? Do people seek you out because of your ability to connect with a crowd? Coherence is your ability to communicate your vision persuasively, to “spread the word” to more than one person at a time.

Present guidelines and instructions – covers how to find venues, to be invited, and to decide what to present. Includes ready-to-use Power Points, whiteboard videos, and audio-videos for presenting, whether in a theatre, a classroom, a meeting hall, or your own conference room (along with scripts, so that you can recreate them with your own voice-overs, audio-videos, logo, and/or notes). It also includes posters and quizzes to explain CP to clients and to prospects easily and succinctly. Includes Speakers Bureau guidelines, protocols, forms, and instructions. Contains everything needed to present well on podcast, radio, TV, and in the press, the forms, sample transcripts, interview questions, and more.

Profile

Is your brand conspicuous, visible, and easily identified, both on-line and in traditional media? Have you positioned yourself as the “best solution?” Take your ideas, your vision, and your cause “above the noise.”

Profile guidelines and instructions – covers how to grow your profile and use it to market your CP practice. Includes debrief and interview outlines, case studies, sample testimonials, instructions for how to obtain the best written and video testimonials, and more.

Partnerships

Do people approach you to partner? Are others excited to connect with you and to help you market your collaborative practice?

Partnership guidelines and instructions – covers connecting with other collaborative professionals in your community, as well as first responders and other referral sources, in order to increase your opportunities to staff a CP team. Includes case studies, forms, handouts, samples, etc., as well as your copy of *A Free Divorce Handbook* (contains guidelines, forms, and instructions for organizing a CP *pro bono* project), and more.

Advanced Trainings

OBI-100: Changing the Way the World Gets Divorced (Marketing Your Collaborative Practice) (professionals training) (eight hours)

Workshop Description: Do you dream of a day when prospective clients and other professionals seek you out specifically for your collaborative expertise? Do you imagine clients approaching you, saying "I want a collaborative divorce"? Can you envision "opposing" counsel asking you to represent their client's spouse, collaboratively? What are you doing to make those dreams a reality? Do you communicate your passion with clarity? Have you honed a compelling pitch that invites questions? Are you credible in your community? When you blog, do people feel compelled to weigh in? Have you published a book yet? Are you often invited to communicate your message to a crowd, instead of to just one person at a time? How often and to whom do you present? Is your brand conspicuous? How visible is your profile? Are you invited to partner with, not just teams and practice groups, but also first responders and connectors who can help you change the way the world gets divorced? Equip yourself with the tools that you need to grow your collaborative practice; learn them from someone who knows so that you can answer these questions and more with a resounding "yes!"

**Your Investment Only \$495
(early registration \$395)**

*(includes lunch and all materials; however, it does not include lodging or additional meals)
See website for scheduled trainings: www.OpenPalmLaw.com.*

Contact assistant@OpenPalmLaw.com to schedule a training.



Advanced Trainings

OBI-101: Marketing Your Law Practice

(attorneys training) (eight hours)

Do you dream of the day when prospects seek you out for your legal expertise? Do you imagine prospective clients approaching you, saying "I need your services"? Can you envision other lawyers in your community sending their clients to you for your help? What are you doing to make those dreams a reality? Do you communicate your passion with clarity? Have you honed a compelling pitch that invites questions? Are you credible in your community? When you blog, do people feel compelled to weigh in? Have you published a book yet? Are you invited to share your message with crowds of people? Is your brand conspicuous? How visible is your profile? Are you invited to partner with first responders and connectors who can refer you clients and help you spread the word? Equip yourself with the tools that you need to grow your legal practice; learn them from someone who knows so that you can answer these questions and more with a resounding "yes!"

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(early registration \$395)

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Advanced Trainings

OBI-102 Managing Your Collaborative Practice (staff and professionals training) (eight hours)

Workshop Description: As a collaborative divorce professional, you want to ensure that your clients experience the best divorce possible. In order to do that, you must proactively design your office structure, your policies and procedures, and your team culture to reflect your vision and your passion: enabling clients to achieve what many see as impossible – divorce with dignity, a conclusion to a marriage that serves as a positive and healthy step toward a restructured family's future. Every collaborative services business, no matter the size, no matter whether legal, mental health, or financial, must have standards, and establishing your own set of policies and procedures (often called an operations manual) will help your business run more smoothly— especially when you can't be there. More importantly, if you offer collaborative divorce services, your staff must understand the attitude and the ambiance that must travel with those services. Your space must reflect the collaborative process, as well, cocooning your clients in an inspirational atmosphere that empowers them to make the right decisions for their families. This workshop will equip your staffers to talk-the-talk and to walk-the-walk, ensuring that your team's culture, your office policies and procedures, and your space's infrastructure all project the same enthusiasm for collaborative practice as you yourself do.

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(early registration \$395)

(includes lunch and all materials; however, it does not include lodging or additional meals)

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Advanced Trainings

OBI-103 Organizing and Operating Your Collaborative Pro Bono Project (professionals training) (eight hours)

Workshop Description: Have you concluded that a Collaborative Divorce *Pro Bono* Project is the perfect tool to get the word out? Is it the right means to empower your community to adopt the collaborative divorce concept as a positive alternative to the destruction wreaked in a traditional courtroom divorce? Do you seek practical advice on how to get such a project off the ground? Do you want on-the-ground counsel on how to manage such a project, from finding volunteers and staffing collaborative teams to scheduling collaborative meetings and debriefing clients? Are you looking for sample forms and documents as a real-world, hit-the-ground-running, head start for your own *pro bono* project? Whether you are new to collaborative practice or a seasoned veteran focused on bringing this divorce option into the public eye, this workshop will answer all of your questions about how to get your project up and running successfully, an invaluable tool in your peacemaking efforts, and it will teach you the skills you need to manage that project in such a way that you spread the word and change the way the world gets divorced!

**Your Investment Only \$495
(early registration \$395)**

(includes lunch and all materials; however, it does not include lodging or additional meals)

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Changing the Way the World Gets Divorced (Marketing Your Collaborative Practice)

As a collaborative divorce professional, you want to reach as many potential clients as possible. This handbook walks you through the steps to marketing your practice successfully, equipping you to become the face of collaborative practice in your community. Learn the five fortes to effectively focusing your marketing efforts and putting them into practice. Change the way the world gets divorced and, at the same time, grow your collaborative practice exponentially!

\$149 (free with advanced training of the same name).



Open for Business (Managing Your Collaborative Practice for Passion & Profit)

As a collaborative divorce professional, you want to ensure that your clients experience the best divorce possible. In order to do that, you must proactively design your office's physical space, your policies and procedures, and your team culture to reflect your vision and your passion: enabling clients to achieve what many see as impossible — divorce with dignity, a positive and healthy step toward a restructured family's future. This book will help you to equip your staffers to talk-the-talk and walk-the-walk, ensuring that your team's culture, your office policies and procedures, and your space's infrastructure all project the same enthusiasm for collaborative practice as you yourself do.

\$149 (free with advanced training of the same name).



War or Peace (Avoid the Destruction of Divorce Court)

A must-read for anyone contemplating divorce. Everyone has heard the horror stories; few know the sure-fire way to avoid them. In *War or Peace*, Joryn Jenkins, a 34-year trial attorney, illustrates with true stories how personal choices impact how marriages end: with dignity and self-respect, or with hatred and virtual bloodshed. *War or Peace* demonstrates how to avoid the lasting effects of the destruction caused by the divorce court process.

\$19.95 each. 10 copies or more for \$10 each.



I Never Saw My Father Again (The Divorce Court Effect)

Like *War or Peace*, but beginning with the story of her own parents' divorce, *I Never Saw My Father Again* is both a compilation of war and peace stories, as well as commentaries discussing the more complex aspects of collaborative divorce practice. In both books, Joryn demonstrates how to avoid the lasting effects of the havoc and devastation wreaked in divorce court, recounting the true stories of real people involved in either the destruction or the reconstruction of their families, so that the lay reader can make his own informed choices.

\$19.95 each. 10 copies or more for \$10 each.



A Free Divorce Handbook (How to Organize a Collaborative Divorce Pro Bono Project)

Having already written two books describing and illustrating the differences between the traditional courtroom divorce and the collaborative approach to dissolving a marriage, Joryn has now turned her hand to exploring the issues raised and the problems addressed when a busy professional launches a collaborative divorce *pro bono* project. Finally, a book that explains, not just the many reasons why such a project makes sense, but also how to establish such a collaborative services organization, one step at a time. **\$149 (free with advanced training of the same name).**



Owner of Open Palm - Joryn Jenkins

Joryn has appeared on TV's *Fox 13*, *ABC Action News*, *NBC 8*, and *Bay News 9*, and on radio's *The Andrea Tantaros Show*, *Ask The Dom*, *The Sam Sorbo Show*, *That Business Show*, and *Legally Speaking*. She has been featured in *The Tampa Bay Times*, *The Tampa Tribune*, and *The World of Collaborative Magazine* on the subject of courtless and collaborative divorce, as well as the *ABA Journal* (*American Bar Association* magazine).

Joryn explains: Why am I so passionate about this?

My parents were divorced when I was seven. My mother packed us into the van and moved us 3000 miles away. I never saw my father again.

I don't want that to happen to other kids, to other families. And it doesn't have to be that way.

Joryn has spent 37 years in the courtroom. In 1984, in her first jury trial, she obtained the fastest jury verdict in Hillsborough County history, a 6½ minute DUI guilty decision. She went on to try her first murder case and put that defendant on death row. Starting at Yale when she was just 16 (she graduated at 19), and continuing at Georgetown Law, Joryn has spent her career endeavoring to "make a difference." As such, she served as editor-in-chief of *The Federal Lawyer* magazine before winning *The Federal Bar's* 1997 President's Award. After "making new law" many times over the years, both nationally and state-wide, she accepted a full-time position at Stetson University College of Law as a professor. A natural educator and mentor, Joryn only opened her own firm because she missed the excitement of courtroom advocacy. In her ongoing efforts to improve ethics, civility, and professionalism in the practice of law, Joryn founded one of Tampa's first American Inns of Court (a platinum inn) nearly 30 years ago. She then facilitated founding of another 40 plus Inns of Court, and taught others how to organize and administer successful inns annually. For all of this, she won the A. Sherman Christensen Award, bestowed only in the Supreme Court of the United States to one person annually.

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