

## **TAB 7**

# **Marketing the New Collaborative Practice Materials: The IACP'S Public Education Committee**

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The Law Society of  
Upper Canada | Barreau  
du Haut-Canada

**CONTINUING LEGAL EDUCATION**

## **MARKETING THE NEW COLLABORATIVE PRACTICE MATERIALS** **THE IACP'S PUBLIC EDUCATION COMMITTEE**

For many years, Peggy Thompson, the founder of Collaborative Divorce™, and past president of the IACP\*, held the belief that the collaborative movement needed to develop a singular and clear message to deliver to the public.

After hearing Elizabeth (Liz) Ferris, a marketing consultant from Milwaukee, make a presentation about the Wisconsin Marketing campaign at the annual IACP conference in October, 2002, the penny dropped. Peggy began the process of assembling a group of IACP members who shared her vision and who would be prepared to invest their time in the creation of an international marketing plan. She retained Liz Ferris and the process began.

In order to fund the first phase of the campaign, money had to be raised in order to pay Liz and her design team. Twenty-one groups across North America took the leap of faith, contributing \$500.00 each to the development of the materials. In addition, 14 professionals, of which I was honored to be one, began the journey with Peggy and Liz.

The team that was assembled became a committee of the IACP and adopted the name "Public Education Committee". Our members came from Vancouver, Regina, Toronto, northern and southern California, Massachusetts, New Mexico, Wisconsin, Louisiana, Georgia and Minnesota. We first met in September, 2003, in Chicago. At that meeting we defined our goals and objectives and created a 100 day plan to create a logo and develop professional materials that could be used by all Collaborative professionals.

The mission that was adopted at that first meeting has been the beacon that has guided the way for this committee over the last 14 months. It is: *to create an international marketing strategy that complements and builds on local efforts to significantly expand the use of the collaborative process.* The vision of the team is *for the collaborative process to be universally understood, adopted and readily accessible world-wide.*

The first 100 day goal was able to be met because the objective of the committee was endorsed by 34 groups in North America who contributed between \$1,750.00 to \$5,000.00 per group (depending on membership) to fund the development of the materials. By January, 2004, the committee met again, this time in Orange County, California, to put their imprimatur on the formidable product created by Liz and her team and to start the arduous task of refining and detailing the format and the text.

By the time the committee met again in Chicago in July, 2004, hundreds of hours had been contributed by all of the committee members. The next task was to work out all of the finite details involved in licensing the use of the materials, organizing the printing and distribution systems and making sure that information was clearly communicated to groups that had already purchased the materials and to those who were considering

making the purchase. There was also the co-ordination of the development of the new website ([www. collabortaivepractice.com](http://www.collabortaivepractice.com)). At that meeting the committee decided on the components of Phase II which include unified press kits, radio spots, billboards and the like.

Over and above the creation of the materials themselves, this venture is a symbol of the cooperative spirit of the collaborative movement. The Public Education Committee received the full endorsement and support of the many groups who made their financial contribution based on their commitment to the IACP and the value that organization brings to its members.

Marion F. Korn  
November 2, 2004

\*International Academy of Collaborative Professionals

# Top 10 Ways to Use The New Collaborative Practice Marketing Materials!

## 1. Give 25 brochures to everyone in your network!

This may include:

- Hairdressers
- Work out club (personal trainer)
- Primary care physician
- Physician Specialist- Gynecologist, Oncologist, Cardiologist, etc.
- Lawyers working with families i.e. estate lawyers
- Business Lawyers
- Brokers, CPAs

**2. Fill brochure racks!** Consider placing your brochures (with permission) at local libraries, civic centers, court houses.

**3. Display brochures in your entry and conference rooms.**

**4. Send 3-part direct mailer to all existing referral sources.**  
Include personalized letter.

**5. Mail 3 part direct mail brochures to all *prospective* referral sources.**  
Include personalized letter. This would include people who have registered on your web site or people you have met at networking meetings.

**6. Enhance your client presentations.** The brochure can serve as your presentation visual. Highlighted talking points are there for easy descriptions. A useful visual for the first client meeting!

**7. Send the brochure to local media** with a letter highlighting your involvement in the Collaborative Practice movement.

**8. Hand out brochures at civic/professional meetings** you are involved in , e.g. Rotary club, Chamber of commerce. local bar, psychological association, financial advisor groups, etc.

**9. Use brochures as a leave-behind for every speaking event.** Send the 3-part direct mail as a follow up to individuals who said they would like more information.

**10. Include brochure in introduction packet** you send to all prospective



clients.

**10.5 Use the brochure to TELL YOUR STORY to everyone!** Carry a supply of brochures with you and give them to everyone you meet. Successful Collaborative Practitioners receive referrals because they consistently tell everyone they meet and work with about the value of Collaborative Practice.

For more marketing strategies contact Liz Ferris, Ferris Consulting, 414-332-8452, [eferris@ferrisconsult.com](mailto:eferris@ferrisconsult.com)

## HOW TO PLACE YOUR ORDER

Once you have completed the licensing process described below, materials will be available to order from the website [www.collaborativeprint.com](http://www.collaborativeprint.com).

You may place your individual order through the website. If you joined the campaign before January 1, 2004, you may also choose to have the printing done in your local community rather than through the website. In either case, you will be directed how to proceed by reading the steps below.

Or, you may wish to take advantage of a bulk discount price/piece offered through the website. This requires that we receive 100,000 orders FOR EACH PIECE (there are several pieces). In order to make this as speedy as possible, send in your bulk order by October 31, 2004.

Future bulk orders may happen and you will be notified of this process again.

**PLEASE PRINT OUT THIS DOCUMENT, FILL IT OUT AND FOLLOW THESE STEPS:**

**I. GROUP LICENSEE Orders (Groups who are not interested in being part of the bulk discount)**

You will only use this option if your group decides not to take advantage of bulk ordering.

**A. We are placing a print order on the website for central printing.**

1. View PDFs of Brochure and direct mail pieces at [www.collaborativeprint.com](http://www.collaborativeprint.com) (click on PDF's)
2. Choose between two versions:
  - a. Collaborative Practice Version: Uses the Collaborative Practice logo and corresponding verbiage in all pieces
  - b. Collaborative Law Practice Version: uses the Collaborative Law Practice logo and verbiage
3. Go to the IACP website [www.collabgroup.com](http://www.collabgroup.com) and download a license. These can be found by clicking on "Marketing" on the IACP home page, or "Membership" and then "Marketing"
4. A member of your group with authority to bind your group must sign the license and fax it to Paula Jackson at (415) 897-4850
5. The original signed license must be mailed to Paula Jackson at 145 Wildhorse Valley Drive Novato, CA 94947. Download and print the documents entitled "Logo" and "Materials" from [www.collaborativeprint.com](http://www.collaborativeprint.com) and attach them to your signed copy of your license.
6. Ordering on [www.collaborativeprint.com](http://www.collaborativeprint.com): As soon as Paula receives your signed faxed license the printer will be notified that you are allowed to place your order on [www.collaborativeprint.com](http://www.collaborativeprint.com)
7. You will be able to place orders on [www.collaborativeprint.com](http://www.collaborativeprint.com) within 48 hours of receipt of your faxed signed license to Paula. You will be notified of this by e-mail from Paula Jackson.
8. Place your order: Go to [collaborativeprint.com](http://collaborativeprint.com) to be walked through a convenient online ordering process, 24-7.

**B. We are charter members (joined before January 1, 2004) and are having the materials printed locally (not through the website) NOTE: this option is NOT AVAILABLE to groups or individuals joining the campaign after January 1, 2004)**

1. Go to the IACP website [www.collabgroup.com](http://www.collabgroup.com) and download a license. These can be found by clicking on “Marketing” on the IACP home page, or “Membership” and then “Marketing”
2. A member of your group with authority to bind your group must sign the license and fax it to Paula Jackson at (415) 897-4850
3. The original signed license must be mailed to Paula Jackson at 145 Wildhorse Valley Drive Novato, CA 94947  
Download and print the documents entitled “Logo” and “Materials” from [www.collaborativeprint.com](http://www.collaborativeprint.com) and attach them to your signed copy of your license.
4. Your local printer must e-mail Paula at [paula@gneo.net](mailto:paula@gneo.net) . The printing specs will then be released to your printer. In accordance with your license, you are required to have your locally printed materials approved by the IACP prior to use. You must mail a sample to Paula Jackson at 145 Wildhorse Valley Drive Novato, CA 94947.
5. Once you receive email confirmation that the specs have been complied with by your printer, you may use them.

**II. INDIVIDUAL LICENSEE Orders (Individuals who are members of IACP and members of IACP marketing campaign groups who are not interested in being part of the bulk discount)**

You will only use this option if you decide not to take advantage of bulk ordering.

**I am placing a print order on the website for central printing.**

1. View PDFs of Brochure and direct mail pieces at [www.collaborativeprint.com](http://www.collaborativeprint.com) (click on PDF’s)
2. Choose between two versions:
  - i. Collaborative Practice Version: Uses the Collaborative Practice logo and corresponding verbiage in all pieces
  - ii. Collaborative Law Practice Version: uses the Collaborative Law Practice logo and verbiage
3. Go to the IACP website [www.collabgroup.com](http://www.collabgroup.com) and download a license. These can be found by clicking on “Marketing” on the IACP home page, or “Membership” and then “Marketing”
4. Sign the license and fax it to Paula Jackson at (415) 897-4850
5. The original signed license must be mailed to Paula at 145 Wildhorse Valley Drive Novato, CA 94947. Download and print the documents entitled “Logo” and “Materials” from [www.collaborativeprint.com](http://www.collaborativeprint.com) and attach them to your signed copy of your license.
6. Ordering on [www.collaborativeprint.com](http://www.collaborativeprint.com): As soon as Paula receives your signed faxed license the printer will be notified that you are allowed to place your order on [www.collaborativeprint.com](http://www.collaborativeprint.com)

7. You will be able to place orders on [www.collaborativeprint.com](http://www.collaborativeprint.com) within 48 hours of receipt of your faxed signed license to Paula. You will be notified of this by e-mail from Paula Jackson
8. Place your order: Go to [collaborativeprint.com](http://collaborativeprint.com) to be walked through a convenient online ordering process, 24-7.

**III. Bulk Ordering (i.e., becoming part of a larger bulk order: I realize that our/my order re: each piece will not be printed/shipped until IACP receives at least 100,000 orders for that particular piece)**

1. View PDF's of brochure and direct mail piece at [www.collaborativeprint.com](http://www.collaborativeprint.com) by clicking on PDF's
2. Choose between two versions:
  - a. Collaborative Practice Version: Uses the Collaborative Practice logo and corresponding verbiage in all pieces
  - b. Collaborative Law Practice Version: uses the Collaborative Law Practice logo and verbiage throughout
3. Go to the IACP Website [www.collabgroup.com](http://www.collabgroup.com) and download license by clicking on "Marketing" on the IACP home page, or "Membership" and then "Marketing".
4. A member of your group (OR **YOU**, IF YOU ARE AN INDIVIDUAL LICENSEE) with authority to bind your group must sign the license and fax it to Paula Jackson at (415) 897-4850.
5. The original signed license must be mailed to Paula Jackson at 145 Wildhorse Valley Drive Novato, CA 94947. Download and print the documents entitled "Logo" and "Materials" from [www.collaborativeprint.com](http://www.collaborativeprint.com) and attach them to your signed copy of your license.
6. Go to the IACP website [www.collabgroup.com](http://www.collabgroup.com) and download the Bulk Order Form by clicking on "Marketing" on the IACP home page, or "Membership" and then "Marketing".
7. Mail a check for the amount of items ordered along with the Bulk Order Form to Paula Jackson at 145 Wildhorse Valley Drive Novato, CA 94947.
8. In order to receive the discount advantage of the bulk order rate, your bulk order must be received by Paula Jackson no later than **October 31, 2004**.
9. An e-mail notification will be sent when enough orders have been placed for the bulk rate. If this happens before October 31, 2004 you will be notified. You will then have 5 days to add your order and get the discount.
10. In the event that we do not have the bulk rate quantity by October 31, 2004, you will be notified. A new deadline will be posted.

For any questions or information please contact Ron Ousky at [ron@ousky.com](mailto:ron@ousky.com) ; Marion Korn at [mkorn@pathcom.com](mailto:mkorn@pathcom.com) or Gretchen Walther at [gretchenw@waltherfamilylaw.com](mailto:gretchenw@waltherfamilylaw.com)