



## **Making Money Mediating**

### **Course Content and Overview**

#### **Course Content:**

- 7 Video Lectures about building a business and marketing plan specific to the practice of Mediation
- Slide Decks to accompany Video Lectures
- 2 Worksheets to accompany Lecture 1 and 2 regarding creating your “Why” and business plan
- Making Money Mediating Workbook
  - Activity 1: Annual Networking Schedule
  - Activity 2: Refining a Business Plan and long-term planning
  - Activity 3: Selecting a Mentor
  - Activity 4: Creating a profile of the Ideal Client
  - Activity 5: Overcoming Adversity within building a business
  - Activity 6: Client Retention Plan
  - Activity 7: Building a Marketing Plan for the Ideal Client
  - Activity 8: Giving Back – Offering mentoring to new practitioners
  - Activity 9: Practicing Mediation
  - Activity 10: Practicing being rejected
- Additional Video Materials
  - Simon Sinek’s Golden Circle Explained
  - The Origin of the WHY