**Building a Successful Collaborative Practice:**

**Attract Better (Not Just More) Clients**

Learn business development tools and strategies to help you build the practice you want with intention. In this online training program, you will learn how to:

* **Define what personal branding is and why is it essential to growing a Collaborative Practice**. *Answers the question, what distinguishes you? Why should clients select you*?
* **Review essential strategies for building a referral network.** *Answers the question, how are you nurturing and growing your network?*
* **Demonstrate how to maintain your online visibility, so your name is top of mind for clients who have a problem that you excel at solving.** *Answers the question, how do clients learn about your expertise?*
* **Create and execute a focused, authentic and sustainable plan for growing your Collaborative Practice**. *Answers the question, what are you doing on a day-to-day basis to grow the practice you want?*

**Dates & Times**

**June 19 & June 26**

9:30 am-1:30pm ET

$240 CAD

**Presented by Elizabeth Ferris**, Principal Ferris Consulting

Elizabeth has more than 20 years of experience in legal and collaborative law marketing, business development, and strategic planning, she has advised some of the most successful family law firms and collaborative professionals in the UK and North America.

Elizabeth is known for her work in guiding law firms, lawyers, and collaborative professionals to identify and communicate their brand to attract desirable and profitable clients. Her goal is to help law firms and collaborative professionals to distinguish themselves in a competitive marketplace, attract better—not just more—clients, and build a rewarding and fulfilling practice.

Elizabeth and her team worked with the International Academy of Collaborative Professionals public education committee to create and launch the collaborative practice brand, significantly increasing awareness and demand for this dispute resolution process across the globe.

She is a frequent speaker and writer on the subject of growing a successful practice and has been published by *Attorney at Work*. Elizabeth has led marketing workshops and planning retreats throughout North America, England, Scotland, Ireland, Austria, and Australia.