

Who is your target customer?

What are their most pressing needs?

1

What do they buy from you?

2

What do they worry about?

3

What are the important things you have that they'd be interested in?

What's a service you don't offer that they'd value?

4

5

6

What influences their purchasing decisions?

What can they do for you?

6

What can they do for the profession?

7

What do they need that you can't provide, but that others can?

8

Welcome back, Cindy!

We've missed you. Since your last visit, we've added lots of great new content that's sure to help you grow your practice and increase your family law skills. **Call your CLE Concierge Steve Jones if you have any questions.**

Your MCLE Status:

Credits Earned: **14**
Credits Needed: **7**
Days to Complete: **85**

UPCOMING FAMILY LAW CLE

| COURSE | RATING |
|---|--------|
| 10/1 Advanced Family Law Skills | 9.7 |
| 11/3 Building a Better Parenting Plan | 7.5 |
| 12/1 Wealth Through Divorce | 9.9 |

CLE YOU MAY LIKE

| COURSE | RATING |
|---|--------|
| 3/2 Business Law Institute | 9.3 |
| 11/3 Transactional Ethics | 7.9 |
| 12/1 Wealth Through Divorce | 9.9 |

| GAME | RATING |
|--|--------|
| 11/9 Competitive Mediation | 8.3 |

NEW PUBLICATIONS FOR YOU:

| | |
|--|-----|
| Building a Service-Centered Firm | 8.5 |
|--|-----|

DOWNLOAD LINKS:

Download the materials from your last 3 TennCLE Courses:

- [The Changing Face of Children of Divorce](#)
- [Dealing with Crazy Judges and Insane Opposing Counsel](#)
- [Training for Battle: Exercise for Trials](#)

MENTOR CHANNEL:

Mentors Needed:

- Family Lawyer in Nashville Suburb
- Mediator in Chattanooga

Mentors Available:

- Retired Family Courts Judge in Memphis
- Retiring General Practitioner in Knoxville

GREAT BLOG POSTS:

- [Family Law and the Divorced Lawyer](#)
- [Challenging the QDRO](#)
- [Transitioning from Law to Mediation](#)
- [Creating a Niche Family Practice](#)
- [Why Family Law? Why Not?](#)