

Try it! Identify and analyze your market.

Geographically: Where would you like to practice?

What is your specific role and target intervention?

What area(s) of dispute will you focus on?

Try it! Identify and analyze your market, cont'd.

What is the current state of dispute resolution in your identified market?

What is the potential for growth?

Try it! Identify and analyze your market, cont'd.

Any trends you should consider?

What are the influencers on potential users in your market? Legislation, market forces, other outside influencers? *Recall Danny Weinstein talking about the influence of interest rates on insurance companies' motivation to try mediation back when it was being introduced in the US.*