



Growing Your Business with CLII

Consider the relationship-building potential of a Business Affiliation with the Collaborative Law Institute of Illinois

What is CLII?

The *Collaborative Law Institute of Illinois* – CLII – is a professional association of attorneys, mental health professionals and financial planners engaged in Collaborative Practice. Through special training, use of practice protocols and contractual commitment, CLII “Fellows” are uniquely equipped to help divorcing clients navigate through this difficult life situation. Properly done, the Collaborative process can reduce stress, foster constructive communication, retain decision-making control, and nurture a healthy co-parenting relationship in a way that litigated divorce cannot. A committed and knowledgeable team of CLII Collaborative professionals can also offer clients the potential to save money, protect their privacy, and preserve the positive aspects of relationships.

There are currently about 170 CLII Fellows whose qualifications include (1) appropriate professional credentials, (2) basic training and continuing education, and (3) commitment to work collaboratively. To support the growth of Collaborative Practice and the continued professional development of CLII Fellows, CLII offers annual Basic Training, Fellows Collaborative Skills Training Sessions, Practice Groups, Committees, social and networking events, and volunteer opportunities.

CLII Fellows and Your Business

Whether your business involves helping divorce professionals (software, QDRO drafting, business valuations, etc.) or assisting divorcing or recently-divorced clients (real estate agent, financial planner, mortgage broker, etc.) CLII fellows represent a great potential source of business or referrals. And Fellows benefit from the knowledge, services and perspective that you can bring to them.

Consider Becoming a Business Affiliate of CLII

To help potential business partners become closer to CLII, the Board of Directors has approved a new level of affiliation with our organization, Business Affiliation. Below are the key benefits.

Benefits of Business Affiliation

Business Affiliates will have the opportunity to engage with CLII Fellows (1) as the featured presenter at Practice Group meetings, (2) as the subject of sponsored emails to our membership, (3) as a spotlighted advertiser in our monthly President’s newsletter, and or (4) as author of up to three posts on the CLII blog. These marketing activities are available benefits of a Business Affiliation, not a requirement. Please read on for more about the benefits.

Present at Practice Group Meetings

Practice Groups are the backbone of CLII. There are six practice groups located throughout Chicago and the suburbs. Each Practice Group meets a minimum of six times a year, typically for monthly luncheons with networking, CLII updates, and a featured presenter on some topic of interest to Collaborative



professionals. As a Business Affiliate, you would have the opportunity to present at three Practice Group Meetings. This could be either the same presentation made to three different Practice Groups or three different presentations to the same Practice Group. Your presentation would have to be educational in nature and not simply promotional.

Be the Subject of Two Sponsored Emails to All Fellows

A targeted message stressing features and benefits of what you do for Fellows or clients would be sent by CLII's Administrator to all Fellows two times per year.

Place Two Ads in President's Monthly Newsletter

The monthly "President's Newsletter" is a much-anticipated and widely-read update on all that is going on at CLII. You would have the opportunity to run your exclusive ad in two of the editions.

Write Three Educational Blog Posts with Link to Your Site

Creating a truly educational blog post is an effective way to build your credibility and increase traffic on your website. Writing for the CLII blog is normally restricted to Fellows. As a Business Affiliate, you would be welcome to write up to three blog posts including a link to your website. CLII does reserve the right to review proposed content to ensure its informational value.

Cost of Business Membership

A one-year Business Affiliation with CLII requires an investment of \$750 and a commitment of enough of your time to take advantage of it. CLII wants you to succeed so you need to be prepared to commit the time and effort necessary to do the presentations, submit the advertisements, and write the blog posts.

Additional Opportunities

If you find the benefits of Business Affiliation with CLII to be appealing, you may wish to consider rounding out your marketing efforts by (1) being a meal sponsor at CLII Basic Training for access to new Fellows and (2) being listed in CLII's post-divorce Resource Guide. Each of these ancillary marketing programs requires an investment of \$1,000.

How to Move Forward with Business Affiliation

Please submit the Business Affiliation Application form and supporting documents to the CLII Administrator. All applications are submitted to the Membership Committee and approved by the CLII Board at its monthly meeting.

Thank you for considering Business Affiliation with CLII!