



Are you making the most of any opportunities to build your practice?

Building a successful professional practice takes time. The first step after gaining any qualifications is to ensure that as many people as possible actually know that you have qualified and what service/s you offer.

Parenting Coordination is no different. Whether you come from the legal profession, counselling, psychology or a completely different background, the key is to inform as many people as possible that you provide PC services.

1. Listing on the PCA Online Directory

The simplest and easiest way to build your practice and ensure that you are found by clients and referrers, is to become a member of PCA and subscribe to the **only online directory** of Parenting Coordinators in Australia.

2. Update your profile on your organisation's website

If you have a list of "Qualifications" on your profile, add the words **"Parenting Coordinator."** In the body content of your profile, include a reference to the fact that you have qualified as a PC for example: **[your name] is a trained Parenting Coordinator and a member of Parenting Coordination Australia (PCA)"**

3. Update your LinkedIn profile

It's easy to forget that LinkedIn is one of the most far-reaching professional profiling tools in your arsenal. Make sure that your profile is updated accordingly so that people can find you if they need to. Add **"Parenting Coordinator"** as a qualification, including in your headline and add **Parenting Coordination Australia (PCA) under memberships.**

4. Update your email signature

A simple, yet effective, tool to inform everyone you communicate with about your qualifications. Add the words **"Parenting Coordinator"** after your qualifications.

5. Let your colleagues know that you have trained as a PC and what that means

This might seem simple, but in larger organisations the message may not get around. Circulate one of the **PCA Monthly emails** to your colleagues with a note to advise that you have qualified as a PC and are a member.

6. Start spreading the word!

Educate your referral sources about this new area of practice. If you have a company newsletter, include a article about Parenting Coordination - what it is, how it works, who would benefit. Raising the profile of PC in general with your referral sources will ensure they know when to contact you!