



# Program Application

Please Fax Completed Application to 866-859-8126  
or email to [office@pilmma.org](mailto:office@pilmma.org)

*\*Program for Owner or Managing Partner only\**

Name: \_\_\_\_\_ Law Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Office Manager: \_\_\_\_\_ Email: \_\_\_\_\_

Marketing Director: \_\_\_\_\_ Email: \_\_\_\_\_

Top 3 Areas of Practice: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

*Please answer the following questions honestly and to the best to your ability*

1. What percentage, if any, of your Marketing Budget do you allocate for each:

TV: \_\_\_\_\_ Yellow Pages: \_\_\_\_\_ Newspaper: \_\_\_\_\_ Internet: \_\_\_\_\_

Direct Mail: \_\_\_\_\_ Billboards: \_\_\_\_\_ Client Newsletter: \_\_\_\_\_ Radio: \_\_\_\_\_

Client Surveys: \_\_\_\_\_ Magazines: \_\_\_\_\_ Holiday & Birthday Cards: \_\_\_\_\_ Other: \_\_\_\_\_

2. How many lawyers do you have? \_\_\_\_\_ Staff: \_\_\_\_\_

3. How much did you spend on marketing your practice last year? \_\_\_\_\_

4. Were your annual fee revenues for last year? [ ] Less than 1 Million  
[ ] 1 – 3 Million  
[ ] 3 – 5 Million  
[ ] 5 – 10 Million  
[ ] Over 10 Million

5. Do you have someone in-house coordinating your marketing? Yes - No

6. Do you have a Strategic Marketing Plan and Budget? \_\_\_\_\_ If so, what is it?

7. Do you refer cases out, collect referral fees, or take referrals from other firms? Yes - No

8. What percentage of your practice is concentrated in the following?

Bankruptcy: _____	Estate Planning: _____	Social Security Disability: _____
Criminal: _____	Immigration: _____	Veterans Benefits: _____
Domestic: _____	Mass Torts: _____	Workers Compensation: _____
Employment: _____	Personal Injury: _____	Other: _____

9. Do you have a method of tracking what marketing practices gives you the biggest bang for your buck? \_\_\_\_\_  
If so, please explain.

10. What 3 marketing practices have you done that have been the most successful over the past 12 months?

- 1.
- 2.
- 3.

11. What 3 management practices that you have implemented have been the most successful over the past 12 months

- 1.
- 2.
- 3.

12. What 3 things have been the most frustrating for you in marketing your law firm in the last 12 months?

- 1.
- 2.
- 3.

13. What 3 things have been the most frustrating for you in managing your law firm in the last 12 months?

- 1.
- 2.
- 3.

14. Your schedule:

Number of hours you work on average per week: \_\_\_\_\_ hours

Number of hours you'd prefer to work on average per week: \_\_\_\_\_ hours

Percentage of work time you rank as productive: \_\_\_\_\_ %

Number of hours per week you work "on" your business: \_\_\_\_\_ hours

Number of weeks per year taken on vacation: 2016: \_\_\_\_\_ 2017: \_\_\_\_\_ 2018: \_\_\_\_\_ 2019: \_\_\_\_\_

*I understand that this is an application for PILMMA Strategic Attorney Coach Membership and Final Approval will be based on a decision by President/Founder Ken Hardison. I acknowledge that I will be notified of their decision at their earliest convenience and further payment information will be supplied to them up approval of membership into PILMMA's Strategic Attorney Coach Program.*

Signature: \_\_\_\_\_

Date: \_\_\_\_\_