



# PILMMA MASTERMIND GROUP APPLICATION

**MASTERMIND  
GROUP**

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

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:	Internet:	Newspaper:
Direct Mail:	Billboards:	Radio:	Client Newsletter:
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?

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

Auto Accidents:	Workers Comp:	SSDI:
Medical Malpractice:	Nursing Home Abuse/Negligence:	Premise Liability:
Product Liability:	Mass Tort (Drug Recall, Class Action):	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. Would you mind sharing any of the above with our group?
  
- 15. In what areas of marketing would you like to expand your knowledge and expertise?
  
- 16. In what areas of management would you like to expand your knowledge and expertise?
  
- 17. What do you hope to gain from membership in our Mastermind Group?
  
- 18. 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: \_\_\_\_\_

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*I understand that this is an application for Mastermind 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 Mastermind Group.*

**Non-Disclosure Agreement:**  
*I understand that the information discussed about my business and other PILMMA Mastermind Members, must be kept completely confidential. I agree not to disclose confidential information of the other Group Members, directly or indirectly, under any circumstances or by any means, to any third party, without express, written consent obtained in advance. Each Group Member agrees that they will not copy, transmit, reproduce, summarize, quote, or make any commercial or other use whatsoever of the other Members confidential information. Each Group Member agrees to exercise the highest degree of care in safeguarding the confidential information of the other Members against loss, theft, or inadvertent disclosure and agrees generally to take all steps necessary to ensure the maintenance of confidentiality.*

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



**PILMMA MASTERMIND  
CONFIDENTIALITY AND NONDISCLOSURE AGREEMENT**

THIS AGREEMENT is entered into this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_, by PILMMA LLC, a North Carolina Limited Liability Company with a business address of P.O. Box 678, Lenoir, NC 28645, (hereinafter called PILMMA) and \_\_\_\_\_ a Mastermind Member (hereinafter called “MM”).

**RECITALS**

WHEREAS PILMMA and the other Mastermind Members desire to share certain ideas, trade secrets, financial information concerning their law firm practices and

WHEREAS certain processes, procedures and systems are shared with the remaining members with the understanding that no other members will share said information to third parties.

NOW THEREFORE in consideration of the foregoing and mutual promises stated below the parties agree as follows:

1. The recitals stated above a material part of this agreement are incorporated herein by reference.
2. The MM acknowledges that through his or her association with the PILMMA Mastermind group he or she shall have and continue to have access to and will acquire a considerable amount of confidential information, including, but not limited to trade secrets, valuable business and professional information which does not qualify as a trade secret provided by the their fellow Mastermind Members and PILMMA. The MM further recognizes that the provisions of this agreement are reasonably necessary to protect the legitimate business interests of each member of PILMMA’s Mastermind Group.
3. The parties here to acknowledge that disclosure of any of the aforementioned is confidential information. It is therefore understood and agreed by the MM hereto that, because of the nature of the business it is reasonable and necessary to afford fair protection to the remaining Mastermind Members and PILMMA.
4. For the purposes of this agreement, confidential information shall include, without limitation
  - a) Any forms, agreements, or business plans or objectives of the Mastermind Members.
  - b) The business plans or objectives of the Mastermind Members.

- c) Any proprietary financial, management marketing or legal procedures of the Mastermind Members.
  - d) Any files, documents or other paper or information concerning the business or financial affairs of the Mastermind Members or their affiliates or subsidiaries.
  - e) The systems, methods, procedures, and controls utilized by the Mastermind Members in the performance of their law firm practices.
5. Neither the MM nor any employee, agent, or subsidiary, shall at any time, directly or indirectly reveal to any third persons said confidential information described above without the explicit written permission of the Mastermind Member said information was acquired from.
6. The Undersigned acknowledges that they fully understand that the purpose of this nondisclosure and confidentiality agreement is to encourage free flow of ideas and sharing of business trade secrets and marketing trade secrets to help said other Mastermind Members grow their practices.

IN WITNESS WHEREOF, the Mastermind hereby executes this agreement on the date shown below.

Mastermind Member

By: \_\_\_\_\_

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