



JONATHAN HARRIS
HOUSTON, TX

"JOINING A PILMMA MASTERMIND GROUP WAS A GAME CHANGER."

Jonathan Harris has been a PILMMA member for 5 years. Once he decided to bite the bullet, and join a PILMMA Mastermind group, he had this to say: *"I would recommend PILMMA [Mastermind]. It's essential to stay*

ahead of the competition." As a result of the Marketing/Management tactics he learned through Mastermind, Harris made some critical firm changes: *"I hired consultants to build a dashboard to track metrics after seeing others in my Mastermind use dashboards."*

"PILMMA Mastermind groups keep you on top of marketing trends and law office management. I would highly recommend joining a Mastermind."



MATT DUBIN
SEATTLE, WA

"MASTERMIND MEMBERSHIP PAYS FOR ITSELF MANY TIMES OVER."

Matt Dubin has quadrupled his practice in the last 6 years since he joined the PILMMA Mastermind group! He considers some of the benefits to be: *"Explosive growth. Great Insights into hiring and management."* In

the two years, he has implemented important tactics learned via his Mastermind, including using and leveraging: *"Video, testimonials and ad-words."*

Matt sees the biggest benefit of Mastermind as having, *"help me clarify my vision for my firm and for my life."*



MARK PETRO
BIRMINGHAM, AL

"PILMMA MASTERMIND: THE VALUE FAR EXCEEDS THE PRICE!"

For 2 years as a PILMMA Mastermind, Mark Petro, from Birmingham, Alabama, has experienced real growth and implemented many marketing and management tactics he learned through PILMMA: Website content, monthly

newsletter content, marketing and management systems, marketing pieces to Shock and Awe...

Mark appreciates many benefits from his PILMMA Membership: *"The monthly PILMMA magazine has great articles on marketing, management and personal development. The monthly calls cover important, timely topics."*

But, Mark considers the Biggest benefit to be: *"The Mastermind group that I belong to."*



JASON MELTON
BROOKSVILLE, FL

"YOU CAN'T PUT ENOUGH VALUE ON UNLOCKING THE INFORMATION YOU NEVER THOUGHT OF BEFORE...EVERY MEETING I COME AWAY WITH AT LEAST 10 THINGS TO DO."

Attorney Jason Melton has been a PILMMA Mastermind member for the past 3 years and gains new insights and ideas with each Mastermind meeting: *"Every meeting I come away with at least 10 things to do!"* A former state prosecutor, Jason has built a successful personal injury and wrongful death practice in Spring Hill, FL, Whittel & Melton. He values the PILMMA Mastermind program, and has implemented numerous marketing tactics this past year as a result of the Mastermind meetings and what he learns there. The Mastermind program provides you with the: *"Benefit of others' failures and open dialogue of challenges and goals."*

"You can't put enough value on unlocking the information on things you never thought of before. We are creatures of habit. PILMMA allows us to break habits in a judgment free zone."



JAN DILS
PARKERSBURG, WV

JAN CONSIDERS THE BIGGEST BENEFITS OF THE MASTERMIND TO BE THE OPPORTUNITY FOR "SHARING INFORMATION WITH LIKE-MINDED PEOPLE."

Jan Dils has been a loyal PILMMA Mastermind member for the last 10 years and has quadrupled her practice in the process. That

says a great deal about the value of a Mastermind and its ability to help attorneys grow their law firms!

There's just nothing comparable to being able to share winning strategies, and tactics with others who are in a similar situation; who understand the challenges, and have similar goals and objectives, but who aren't competing with you in your market!

Jan also values other benefits from the Mastermind, as a great source for *"staying up to date on the latest technology marketing, & industry trends."*

For lawyers wanting to grow and develop their practices, Jan has this advice: *"Go to the Meetings..."*



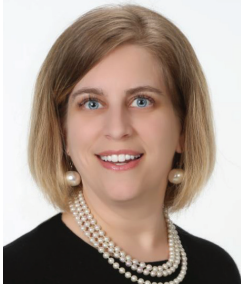
JUSTIN LOVELY
MYRTLE BEACH, SC

IN JUST 5 YEARS AS A PILMMA MASTERMIND, JUSTIN LOVELY HAS: "GROWN FROM 2 LAWYERS AND 50 CASES TO 5 LAWYERS AND 400 CASES... GROWN AVERAGE CASE VALUE FROM \$6,000 TO \$17,000!"

"THE KNOWLEDGE I HAVE GAINED AND CONTINUE TO GAIN PAYS FOR PILMMA OVER AND OVER. THE MASTERMIND EXPERIENCE HAS BEEN THE BEST FINANCIAL DECISION WE HAVE MADE."

For Justin, one of the biggest benefits of the Mastermind program is: *"Removing the trial, error, and stress of the unknown."*

In the past two years alone, Justin has implemented significant marketing and management tactics he learned through the program: *"We have branched into Mass Torts. Leveraged our (client) list to grow the practice with \$0 spent!"* Justin's advice to other lawyers: *"Make the decision to get things done! You will learn a lot - pick 3 things to implement at a time and execute!"*



MELISSA EMERY
LOUISVILLE, KY

"MY MASTERMIND GROUP AND THE IDEAS FROM IT HAVE HELPED ME DOUBLE MY CASE LOAD AND MY STAFF."

In less than 2 years, Mastermind Melissa Emery has seen Major Growth and credits PILMMA Mastermind with helping her achieve these results: *"My Mastermind group and the ideas from it have helped me DOUBLE my case load and my staff."*

There's no substitute for the unique value and opportunity Masterminds provide to attorneys eager to learn and grow. Melissa considers one of the major benefits of being in the group to be the opportunity for: *"networking with attorneys who will open their playbook to me because I'm not their competitors."* The value is in the Results! Melissa puts it this way:

"It has been a MASSIVE boost to my business."



CHARLES HANKEY
INDIANAPOLIS, IN

PILMMA MASTERMINDS PROVIDE A "WEALTH OF KNOWLEDGE IN A TIMELY CONFIDENTIAL WAY."

Charles has been a PILMMA Mastermind member for many years. He continues to participate in Mastermind meetings in order to *"gain the know-how"* that they provide in

Legal Marketing and Management.

PILMMA & the Mastermind program have: *"transformed my thinking."* They have *"expanded [my] vision of what is possible and how to get there."* In the last couple of years Charles has implemented tactics learned via the Mastermind program including, *"value-based leadership that is client centered."*

Charles trusts PILMMA and the Mastermind program, as they have taken him from *"the basics of Legal Marketing to more complex and effective strategies to serve the needs of his clients."*



ROGER L. SIMON
JERICHO, NY

"PILMMA (MASTERMINDS) IS A VALUABLE ASSET THAT ALL ATTORNEYS WHO RUN THEIR OWN PRACTICE SHOULD EXPOSE THEMSELVES TO & TAKE ADVANTAGE OF."

During the time Roger has been a PILMMA Mastermind member, he has seen first-hand how the ideas and insights he learns that can jump start a law practice. He values these unique benefits: *"The ability to learn from others similarly situated and share information and ideas."*

Roger has implemented a variety of marketing/management tactics he has learned in his Mastermind group: *"SEO, PPC, Digital Marketing, structure and organization of office!"*

There is really no substitute for the unique learning environment that a PILMMA Mastermind sets up for the attorney looking to grow and stay current.



JAMES ONDER
ST. LOUIS, MO

"NO MATTER WHAT THE PROBLEM MIGHT BE, SOMEONE ELSE HAS INEVITABLY HAD THE SAME ISSUE AND EVERYONE IS MORE THAN HAPPY TO PROVIDE THEIR INPUT TO HELP SOLVE PROBLEMS."

James Onder joined the PILMMA Mastermind program 2 years ago and recognizes the benefits it has provide for his law firm, including the power of having a room full of like-minded attorneys focused on the issue or challenge you may be facing within your firm, and providing solutions.

Ondor's advice: Join a PILMMA Mastermind so you can *"learn from the successes and failures of others. Members are always willing to share ideas or help."*



BERT PARNALL
ALBUQUERQUE, NM

"I HAVE RECOMMENDED IT. (PILMMA MASTERMIND) AND CONTINUE TO DO SO. THE GROUP OF LEADERS, AND KEN ESPECIALLY WILL ENGAGE YOU IN AN ADVENTURE AND CHALLENGE YOU TO BE THE BEST FIRM, FOR YOUR CLIENT AND YOU THAT YOU CAN REALLY BE."

As a PILMMA Mastermind member, Bert has more than doubled his revenue in the last three years! Benefits he ascribes to the Mastermind program include: *"...Guidance and Motivation from like-minded lawyers. Much, much better management of firm that help us bond and grow. Incredible marketing ideas, that WORK!"* Strategies and Tactics that Bert has implemented from his Mastermind: *"Sending out videos to educate clients about cases; forming and developing my executive team, and delegating even more. Developing Youtube ad campaign."*



GERGORY HERRMAN
CORPUS CHRISTI, TX

"IF YOU DON'T LEARN HOW TO MARKET AND MANAGE, YOU WILL BE OUT OF BUSINESS BECAUSE YOUR COMPETITORS ARE LEARNING!"

Greg has been a PILMMA Mastermind member for 6 years. Over the years he has implemented many strategies he has learned:

"I learned a lot of marketing and management and how to implement processes and procedures, all KH's (Ken Hardison's)." PILMMA Mastermind is Greg's go-to place for "how to stay on top of [the] latest technology and marketing."

For example, last year Greg implemented critical new technology. Through PILMMA he *"learned about new intake systems.. that we are now using to manage our intake and follow-ups."*

If you want to move your firm forward and make the most of the opportunities PILMMA provides, Greg has this advice: *"Watch every Webinar, telephone conference, and seminar. Implement what you learn. Learn from other attorneys. Pick their brains."*