



Program Application

Please Fax Completed Application to 866-859-8126
OR email to 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: _____
2020: _____

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: _____

How did you hear about PILMMA? _____

What prompted you to contact us? _____