

KENNETH L. HARDISON

The Mastermind Effect



The Law Firm Owner's
Secret to 10x Growth

*Actual Case Studies of 10x Growth by
Attorney PILMMA Mastermind Members*

The Mastermind Effect

**The Law Firm Owner's
SECRET to 10X Growth**

By Ken Hardison

I wanted to take a minute to express my gratitude and thanks for the Marketing award I received at the PILMMA summit. I wish I could take credit for my accomplishments but truthfully, without PILMMA and the mastermind groups, most of what we have achieved would not have happened. What you have put together is such an invaluable resource, that when looking back 5 years, I dread to think where I would be had I not stumbled on to you. You and your staff are top tier! I appreciate you very much! ***Stephen K. Brooks, Esq. Brooks Law Group, P.A., Winter Haven, FL.***

I wanted to thank you and tell you about my experience since becoming a member of PILMMA. It has been an unbelievable one! I have learned so much... and I thought I knew a lot. There were so many ideas and concepts out there I didn't even know existed. I would be nowhere near as successful as I am today if it had not been for PILMMA. You really have your pulse on how to be successful in this day in age. In fact, if it hadn't been for meeting you and the other PILMMA members, well, I am not sure I would be in as good of shape as I am right now.

Since becoming a member, I can say that I have increased my caseload by at least 30%. In fact, managing the growth has been my biggest challenge right now. But it is a good problem to have. I am getting more cases, better cases, and all-time high conversion rates!

Again, thank you Ken for all you do, and for all the new and innovative things you bring to your members. ***Lawrence Disparti, Esq.,
Disparti Law Group, P.A., Holiday, FL***

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I would also like to thank my past Mastermind mentors, Dan Kennedy, Jay Abraham, and Bill Glazer.

And finally, I want to thank the many Mastermind members that have helped me grow both professionally and personally during the past 20 years. There's no doubt I would not be where I am today if not for their advice, encouragement, and constructive criticism. It has been a true privilege to facilitate Mastermind groups with law firm owners from across the country and to watch their law firms grow as a direct result of being in genuine Mastermind groups of like-minded, talented, motivated, and committed lawyers. Their success is inspiring. That is the power of a Mastermind. That is the life breath of the Mastermind Effect.

PREFACE

Mastermind Groups, if executed properly, are one of the biggest game changers I know of for any business owner. Much of the observations I will share in this book come from firsthand experience. I have lived the Mastermind effect in my own law firms and have personally witnessed the Mastermind effect of explosive and exponential growth for other lawyers who have chosen to join these powerful groups. During the last twenty plus years I have seen hundreds of business owners and law firm owners grow by leaps and bounds after joining and participating in a genuine Mastermind group. I call this explosive growth “the Mastermind Effect.”

The Mastermind Effect helped me take my own law firm from \$2 million to \$8 million dollars in revenues and fees in less than 4 years. Even after selling my law firms, participation in a Mastermind group helped me grow my subsequent company, PILMMA (Personal Injury Lawyers Marketing and Management Association) from \$300,000 a year in annual revenue to nearly \$3 Million in revenue.

Although I’d participated for years in Mastermind Groups for business owners, I formed and facilitated my first Mastermind group in 2006, born out of rejection and necessity. Back then Mastermind groups designed specifically for law firm owners were few and far between.

That's why I was so excited in 2006 to receive an invitation in the mail to attend a two-day round table comprised of only personal injury lawyers. The event was to take place the two days immediately preceding the American Association of Justice (AAJ) Conference. I hurriedly sent in my RSVP along with my check so that I could be a part of this forward-thinking group.

Two weeks passed and I finally received a letter that I assumed would confirm my attendance and give details for the upcoming roundtables. But to my surprise, it was a rejection letter, excluding me from the group by one of the competitors in my market, who would also be attending. I felt hurt and angry, not fully understanding at that time how important geographical market exclusivity is to genuine Mastermind groups.

The truth is that in order to get the most out of Mastermind groups, it is vitally important that no one in the group be a direct competitor or potential competitor with any other member; otherwise, members will be naturally hesitant to share their best strategies or current challenges. While I'll explain this rationale in more detail later in the book, suffice it to say that 1) they were right to exclude me from the group because of market exclusivity and 2) when I received their notification, I was irate.

How could they do that to me? They had invited me; I'd sent in my registration money and now I was being black balled. But as is often the case in life, this rejection proved to be a blessing in disguise, motivating

me to organize and facilitate my first Mastermind group, “The Lawyers Inner Circle Group.” Comprised of just eight personal injury lawyers, we held our first meeting at The Venetian Resort in Las Vegas, Nevada. The rest is history.

PILMMA now hosts five different Mastermind groups exclusively for law firm owners, and I still facilitate each group. We have groups with members generating less than \$2 million in annual revenue as well as separate groups with members generating in excess of \$ 10 million in yearly revenue. Over the past 15-20 years I’ve helped thousands of lawyers grow exponentially; I’ve seen many lawyers double or triple their firm’s size and revenue. Some have gone on to grow their firms 10Xs over, all as a direct result of their Mastermind group membership and the resulting “Mastermind Effect.” It is truly transformational.

I am writing this book for several reasons. First, I want to open your eyes to the enormous effect becoming a Mastermind group member can have in helping you scale your law firm quickly and efficiently. Secondly, I want to clear up the misconceptions that have arisen regarding what is and is not a genuine Mastermind group. Currently there are many marketing vendors using the term “Mastermind” to describe what is merely an online seminar, podcast, or coaching class. While I am not discounting the value of an informative podcast, webinar, or class; these are *not* true Masterminds. As such, while they can provide value to their attendees, they are *not* the

equivalent of a true Mastermind group, nor will they produce the “Mastermind Effect” that generates explosive or transformative law firm growth.

It is my hope and desire that after reading this book you will have a clear understanding of the following: What a true Mastermind group is and is not; How a genuine Mastermind group should work; How to best approach participation in these exclusive groups to reap optimal results; and how to differentiate an exceptionally great Mastermind group from one that is nominally effective.

CHAPTER ONE

WHERE IT ALL BEGAN: THE MASTERMIND STORY

Napoleon Hill, in his classic book, “Think and Grow Rich,” is often credited with creating the Mastermind concept. While his book brought the term into mainstream, the truth is that Mastermind groups existed long before this book’s 1937 publication.

For example, in 1727 Benjamin Franklin started a group known as the “Junto.” This group became so popular that it lasted for 30 years. In the early 1900’s Automobile inventor and business tycoon Henry Ford and tire mogul Harvey Firestone created a powerful Mastermind group they called the Vagabonds. Over the years, this Mastermind group included figures such as Thomas Edison, Herbert Hoover, and Calvin Coolidge. Each of these men were brilliant in their own right, but they understood the power of receiving input from others. They realized that even brilliant minds don’t know everything, and they surrounded themselves with other highly successful minds. They recognized an important principle: We all have our unique strengths and weaknesses; It is the wise man or woman that understands the opportunities created when one is

willing to share their strengths and draw from others' strengths, as well.

Perhaps one of the most widely known and historic Mastermind groups was the Chicago's "Big 6". Founded by iconic entrepreneur Andrew Carnegie in the 1920's, this famous Mastermind group included William Wrigley, Jr. (Wrigley Chewing Gum), John R. Thompson (owner of a highly successful chain of lunchrooms), William Hertz (Yellow Cab Company), Albert Lasker (Lord & Thompson Advertising Agency-the largest ad agency in the world at the time), and Robert McCullough (Parmelee Express Company). It is thought that these self-made businessmen met frequently on Saturday nights to exchange strategies and insights, routinely bouncing ideas off one another. Although they were already highly successful, they each understood they could still learn much more from one another.

Even the Biblical Book of Proverbs bears witness to the deeply historical basis for the Mastermind concept. According to King Solomon: "*As iron sharpens iron, so one man sharpens another.*" (Proverbs 27:17 KJV).

Although well-rooted in historical context, new "Mastermind" groups are springing up across the country. Employees are leaving their corporate jobs to start their own businesses. Associates are leaving law firms to start their own firms. Small and large business owners are looking for resources to jump start their growth in today's complex economy. New Mastermind

opportunities abound, and these new “Mastermind” groups take a variety of forms, from large scale conferences and open forum webinars to intimate master class roundtables and small group Zoom meetings.

In the chapters that follow I will define what I believe a genuine mastermind group should look like and how it should operate so that each member achieves maximum results and the true Mastermind Effect, dramatic business growth for its participants.

“I would ABSOLUTELY recommend PILMMA to others- It’s the Best ROI for your Practice. I’ve never been in a better group of lawyers that genuinely want to help each other.”



Ali started reaping benefits from his membership immediately, by avoiding the time and expense of trial and error - *“condensing decades of knowledge into a few months- learning new strategies to grow my practice.”* The biggest benefit to the Mastermind membership is *“connecting with lawyers who have succeeded; everyone wants to help.”* In just his first 6 months as a PILMMA Mastermind member, Ali was able to IMPLEMENT important strategies and tactics for law firm marketing and management- *“keeping track of unsigned cases, and identifying why they weren’t signed, hiring a CFO, and implementing an effective compensation package for new attorneys.”* *“It’s the BEST ROI for your Practice.”* – Ali Awad, Atlanta, GA

CHAPTER TWO

WHAT IS A MASTERMIND GROUP?

What is a Mastermind? Simply stated, it is a gathering or alliance of like-minded people meeting together for the specific purpose of sharing their ideas, strategies, and challenges with each other. Ideally, members are able to leverage the best insights and ideas the other members bring to the meeting, while sharing their ideas in return. Members learn from each other and are able to use one another as sounding boards for exploring new ventures and brainstorming on ways to overcome challenges or obstacles any member may be dealing with.

Within these private, and frank roundtable discussions, members provide one another with insight, encouragement, accountability, and the opportunity to leverage the brain power of every member in the group to advance each member's individual goals or pursuits.

Entrepreneur Napoleon Hill analogized the Mastermind process to the connecting of many electric batteries to a single transmission wire, thereby “stepping

up the power passing over that line by the amount of energy the batteries carry. Each mind, through the principle of mind chemistry, stimulates all the other minds in the group.” (N. Hill, *The Magic Ladder of Success*, 1930).

While Hill’s description might sound a bit like 1950s sci-fi, there’s truth to what he’s getting at. Each member of a Mastermind group has the opportunity to tap into the brain power of every other member. If you are in the right Mastermind group, there is a synergy that is almost palpable. Members leave these meetings charged up and ready to implement strategies and tactics they’d never even considered prior to the meeting. Many of my first-time attendees are blown away by what happens in these behind closed door meetings and the information and insights they obtain from the other members in the group. It’s at least a 10 to 1 ROI in every meeting.

If you are a law firm owner who is eager to grow your firm, the Mastermind experience gives you a unique advantage that is hard to find elsewhere. It’s like discovering a roadmap that helps you get from point A to point B without the wasted time and expense of going it alone and experiencing the natural trial and error process of business growth.

Mastermind members typically share the strategies they have successfully implemented, and the mistakes they made along the way. Thus, members learn

what to do, and just as importantly, what not to do, in order to accomplish a particular objective.

Suppose you are struggling with a particular issue, such as whether to keep working with an associate or cut your losses; whether you should take the plunge and purchase a new but very expensive case management software system, or perhaps you feel you have hit a wall in terms of your success with PPC or getting Google Reviews and need some fresh ideas or inspiration. Now imagine if you had the opportunity to sit in a room with other lawyers from other successful law practices (non-competitors) who could listen to your questions, offer advice and brainstorm with you to come up with solutions. In a Mastermind group of like-minded peers, there is a good chance that another member of the group has already been in your shoes, grappling with that exact issue. They are able to give you a roadmap of what strategies they used, and insights into what pitfalls to avoid along the way. In some ways a great Mastermind group is like the ultimate law school pre-exam study group, but with a shared answer key!

As Hill states: by borrowing and using the education, experience, and influence of others in the Mastermind group, “You can accomplish more in *one year* than you could accomplish without it in a *lifetime*, if you depended entirely on your own efforts for success.” (N. Hill, 1960’s TV Series, Mastering Keys to Success.)

Mastermind Groups are powerful vehicles for entrepreneurial growth because of the members' unique opportunities to leverage each other's knowledge, intellect, and experiences. Members tap into the collective brain power of the group. When smart, motivated, and innovative business owners come together in a Mastermind setting (small groups of similarly situated, non-competitors) the experiences and intellect that can be brought to bear on the issues at hand is dramatically compounded. Breakthroughs and Solutions are obtained much more quickly than if each member was working through his or her business challenges alone. Similarly, if you are seeking to gather the best, most efficient, and innovative strategies for business growth, mining the minds of a room full of non-competing successful business owners who are willing to share their secrets with you means you are miles ahead of the game. Success is much more achievable when you tap into the Strategies that law firm owners, walking in your same shoes, are currently implementing.

You may be skeptical, asking yourself: "Can being a member of a Mastermind group *really* produce dramatic business growth?" Your skepticism is understandable, particularly since the word "Mastermind" is associated today with all kinds of platforms, from large-scale Conferences and Zoom Master "classes," to webinars and podcasts. Those types of gatherings, while valuable in their own right, are not *genuine* Masterminds in the spirit that Hill describes; Nor are they the kind of groups which Entrepreneurs such

as Henry Ford or Andrew Carnegie formed. The results that Hill speaks of, and what I call the “Mastermind Effect,” occurs in the specific context of a true Mastermind, the small gathering of like-minded business owners sharing strategies with one another.

I can’t help but think that Henry Ford and Carnegie and the rest of the highly successful members of the early Mastermind Groups of the 1920’s and 1930’s must have experienced this Mastermind effect, too. Otherwise, they wouldn’t have formed and maintained these groups for so many years. Time is money. And yet these groups of extremely wealthy entrepreneurs made time to meet, regularly, in these small Mastermind groups. They would never have taken the time - or - in some cases, continued to meet for years unless they were receiving a significant tangible benefit from the association.

Mastermind groups, when they are working properly, provide members with something else that is quite rare in the business world: Mutually beneficial relationships of camaraderie and trust. Let’s face it, business is a dog-eat-dog environment. The geographical and digital markets are flooded with law firms all seeking to sign as many cases as possible. Competition is fierce. And leveraging the latest marketing strategies so that you can reach your ideal clients with a message that trumps the one your competitors are pushing out is no small task. The stress of practicing law while also building a successful law firm can feel a bit overwhelming at times.

Your family and friends are usually unable to relate to many of the issues in your world. But a small group of similarly situated, non-competing law firm owners can relate.

In a Mastermind group when it is operating as it should, there is trust, and relationship. One of my Mastermind members, Matt Dubin, said it best: “We have each other’s back.” That level of genuine friendship and support is invaluable to a business owner. It’s why I have some Mastermind members that have been in one of my groups consistently for 5 or even 10 years and are still participating today! And it’s why I’ve had some of my mastermind members leave my groups to join another association’s “Mastermind,” only to return to my group a year or two later.

Members in a genuine and close-knit Mastermind group know that they can call or text each other day or night, and get truthful, unbiased, and honest feedback. It is tough being an “island,” but when you are part of a true Mastermind group, you don’t have to be. Instead, you belong to a trusted group comprised of other members that you can count on.

You’ve probably heard it said many times that “You are the company you keep;” or “You are the 5 people you spend the most time with...” or something along those lines. And the truth is, who you spend time with matters. When you surround yourself with other highly successful individuals, you can’t help but become motivated to aim

higher and become excited or enthusiastic about new strategies or innovations that you discover. Being part of a robust Mastermind group raises the bar. It ups the ante. Iron sharpens iron, and success breeds success.

Napoleon Hill recognized the powerful and positive force a genuine Mastermind affiliation creates to propel business owners forward: “Enthusiasm is a state of mind that inspires and arouses one to put action into the task at hand. It does more than this: It is contagious and affects not only the enthusiast, but all with whom he comes in contact.”

True Mastermind groups also provide members with an important level of accountability that is extremely helpful for business owners. It is easy to leave a Masterclass or webinar with a legal pad full of great ideas, strategies, and goals, The hard part is Implementation. But goals or ideas without implementation are just wishes or dreams.

Mastermind members have increased accountability with each other because they each know that they will be facing their group in the next meeting, with an expectation of sharing what they’ve accomplished in the last Quarter. They know they will be in a friendly “hot seat” and that built in accountability fuels implementation. No one wants to sit at the roundtable empty-handed.

Columnist Erika Napolitano, in discussing the powerful force a robust Mastermind creates, states it perfectly: “Mastermind groups *can* be where excuses go to die and accountability reigns supreme.” (American Express, Business Trends, 1/8/2016). Note that Napolitano uses the word “can” rather than will. The Mastermind effect is contingent upon the Mastermind group being authentic and robust. (i.e., small groups of select, non-competing, like-minded business owners sharing, encouraging, and holding each other accountable in closed door meetings).

In the coming chapters I will discuss the characteristics of a genuine Mastermind group in more detail. However, if you are eager for immediate proof of the exponential growth that results from being in a real Mastermind group, feel free to jump ahead to the three case studies found in Chapters 6, 7, and 8. There you will be able to read the real-life accounts of three law firm owners who have experienced the Mastermind Effect in their own firms. They each have seen exponential and dramatic law firm growth as a direct result of being a part of one of my Mastermind groups.



“IF YOU DON’T LEARN HOW TO MARKET AND MANAGE, YOU WILL BE OUT OF BUSINESS BECAUSE YOUR COMPETITORS ARE!”

Greg has been a PILMMA Mastermind member for over 5 years. Through 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, this year Greg implemented critical new technology. Through PILMMA he: *“learned about new intake systems...that we are now using to manage our intakes 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.”* Because the nature of a successful mastermind is the group dynamic and the exchange of ideas, it is like having 10x’s the brain power in one room, focused on you and your firm’s challenges and successes. Learning from one another is invaluable and allows you to learn and grow faster than you can through individual trial and error.

– **Greg Herrman, Corpus Christi, TX**

CHAPTER THREE

THREE PRIMARY MASTERMIND GROUP MODELS

Not all Mastermind Groups are the same, and not all groups will produce the same results. The word “Mastermind” is being used today to describe a litany of gatherings that aren’t Mastermind Groups at all, from large-scale Conferences to small scale coaching style sessions, digital webinars, podcasts, and so forth. Although the word “Mastermind” is attached to many platforms, it does *not* mean that the event or gathering is a true Mastermind group. And even legitimate Mastermind Groups are not all the same, either. There are a number of Mastermind models. If you are contemplating joining a Mastermind group, it is important to understand how these various models operate, so that you can chose the group that best aligns with your goals and objectives.

Having spent years as both a participant in and a facilitator of many Mastermind groups, I’ve had the opportunity to observe first-hand, models that worked wonderfully and others that failed to bring significant value to the participants. I can say without a doubt that

the type of group you are in matters, both in terms of format, and in terms of who else is a member of the group. Some Mastermind groups will provide you with far more benefit than others. Being in the wrong Mastermind group wastes your time and your money. And even more importantly, in the worst-case scenario, being in the wrong Mastermind group can result in your competitors leveraging your strategies against you.

There are basically three primary types of “Mastermind” groups I see in use today:

- 1) The Mass Mastermind Group Model,
- 2) The Coaching Mastermind Model, and
- 3) The Classic or Traditional Mastermind Model.

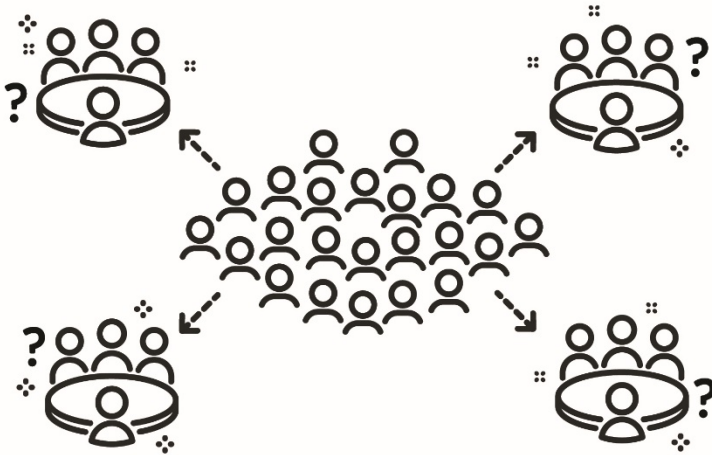
Let’s examine these three models more closely.

1) The Mass Mastermind Group Model:

The Mass Mastermind Group Model is as the name suggests. It is typically a large group of anywhere from 30 to 70 people and can be to up to 100 or more. These large groups usually meet every three to four months. Since the group is large, not every member is able to speak, share strategies or elicit brainstorming ideas from the group at every meeting. Instead, members of the group apply to be chosen to sit on a hot seat. If selected, that member has the opportunity to get in front of the group for approximately 30 minutes or so, to air out what their issues or challenges are in the hopes of receiving feedback

from the group at large. Ideally, members of the group chime in with ideas or strategies.

Typically, these Mass Groups are open to anyone who wishes to attend, without any geographical exclusivity. If you want to participate, you register and show up. You may end up in a group with your competitors or potential competitors. For example, if you are a Dallas personal injury lawyer, there may be a dozen other personal injury lawyers from that same market in attendance.



Mass Mastermind Model

In some Mass Mastermind groups, there may be smaller break-out sessions where participants are grouped into smaller sections for short periods of time. The smaller groups may be randomly assembled at each meeting or may be comprised of the same small group

each time. You may be in a group with one of your competitors. There may or may not be a group facilitator for each small group.

Pros: The Mass Mastermind Model is usually less expensive than the traditional Mastermind model, although that is not always the case.

Since there is no market exclusivity requirement, joining the group is usually as simple as filling out an application or registration form.

There is little responsibility on the part of each member of a Mass Mastermind Group. You can avoid a hot seat altogether, and attend without ever sharing your strategies, or speaking to the group unless you choose to.

Cons: By definition, these large-scale groups have so many members that it is impossible for each member to actively participate. Members cannot share in every meeting. Hot seats are selective. Consequently, there is less value and engagement because each member's participation is so limited. Participants are not able to ask as many questions or obtain the level of feedback that a small group affords. Many members are never selected for hot seats and others may be chosen only once in a year.

Since there is no marketing exclusivity to membership, it is highly unlikely that members will feel safe to share their best strategies or helpful details regarding their law practice, or inside information such as

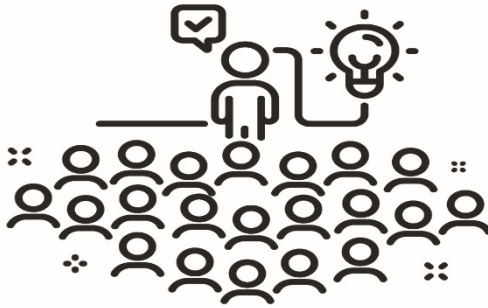
their favorite SEO vendors, PPC strategies, etc. If you know that a competitor is or could be sitting in the same room, would you be willing to share your best strategies or offer your insights or solutions to a potential competitor? Would you share details like your KPIs? Of course not. Thus, members are unlikely to learn how other firms operate or obtain other attendees' best legal marketing or management strategies.

While the Mass Meeting Model can certainly provide some value to the participants, I do not personally like this model because I believe it takes away the intimacy, full participation, and engagement that is possible in the traditional small group model. While it is often cheaper to join a Mass Mastermind group than to join a more exclusive Traditional Mastermind Group, the intrinsic value of the experience is compromised, and does not compare to that which is achieved in the small group setting of the Classic Mastermind Group.

2) The Coaching Mastermind Model

The Coaching Mastermind Model usually has 16-20 members and a “Coach” or facilitator leading the meetings, which are held several times per year. In the meetings, each member typically has the floor for about 30-40 minutes. During their designated time, the members share strategies they are successfully implementing in their business and seek feedback regarding their current challenges. However, most of the feedback will come from the group's facilitator who takes

centerstage. Two-thirds of the time is usually spent with the “Coach” giving his or her suggestions and answers on how to solve the attendee’s problems or challenges. The other members of the group only chime in to offer their ideas or insights if there is time remaining.



Coaching Model

As you can see, this format is much more like a “masterclass” than a Mastermind group. Much emphasis is placed on the facilitator, or “Coach” who is apt to do most of the talking. Oftentimes in this model, the Coach may well be marketing their own product or services to the participants.

Like the Mass Mastermind Model, there is rarely if ever a market exclusivity component for attendees. Anyone who wants to join can join. There is little involvement from the other members and little collaborative brainstorming.

Pros: If the Facilitator or “Coach” is knowledgeable, then attendees should be able to come away from the experience with some valuable information or strategies.

Becoming a part of the Coaching Mastermind is only a matter of filling out a form and paying the registration fee. There is generally no market exclusivity for participants.

Once you are off the hotseat, you are free to “tune out” during the meetings, since your insights, ideas or observations are rarely needed.

Cons: The Coaching Mastermind Model is only as good as the Coach. Your experience as an attendee is limited to the observations and experience of the facilitator. For example, if you are in a legal Mastermind, but the Coach has never built or grown a law firm, they may provide some helpful strategies, but it is unlikely that they will be able to provide the perspective, depth of insights or breadth of experience to ensure you are receiving the maximum value or ROI from the Mastermind experience.

In this Model there is little collaborative brainstorming. Members miss out on the Ideas, Insights, and Strategies the other members of the group could provide.

There is also less engagement from participants and little relationship building.

There is a greater likelihood that the “Coach” will use the Mastermind to pitch his or her products rather than develop or build a group where the members benefit each other through collaborative thought and relationship building.

Like the Mass Mastermind Group, the Coaching Model can offer value to its members, but I believe this model shortchanges the members and sets the facilitator on a pedestal.

3) The Classic Mastermind Model

The Classic Mastermind model is hands down my absolute favorite Mastermind experience. Based on years of being a member in a variety of different types of Mastermind groups, and after facilitating PILMMA’s Mastermind groups for over 10 years, I believe the Classic Mastermind Model provides the maximum benefit to its participants.

In the Classic Model, groups are limited to between 10-20 members, and each member is expected to participate in every meeting. Membership is market exclusive and by application only, so that no member is in competition or potential competition with another member. This exclusivity component ensures that members can share their very best strategies, ideas, and insights with one another without any fear that those

ideas will end up being used against them by a competitor.

In the Classic Model each attendee takes 30-45 minutes to share their best strategies from the past quarter, as well as any unique challenges or obstacles for which they'd like feedback from the group. They also bring up any new strategies they are thinking about trying, in the event other members of the group have already implemented those strategies. Ideally, all participants are engaged throughout the meetings, and chime in freely with ideas, opinions, relevant advice, and brainstorming. The facilitator organizes the meetings and helps ensure that no member talks over the others or monopolizes the meetings. If needed, the facilitator also shares ideas or insights relevant to the issues being discussed.

The Classic Mastermind Group is like a roundtable. If you have more attendees than can fit at a large conference table, then the group is probably too large for the level of sharing and intimacy intended in a Classic Mastermind Group.

Picture a small group of business owners gathered around a conference room table, a group of highly successful lawyers willing to peel back the curtain on their internal operations. Members are able to share their best strategies with each other. Members also share their most difficult challenges with each other. They learn from and brainstorm with each other, in a manner that is

impossible in the Mass Mastermind or Coaching Mastermind model.



Classic Mastermind Model

Market Exclusivity is critical to the integrity of the group in a Classic Mastermind model. For example, if you are a personal injury lawyer in Atlanta, Georgia, there should be no one else in the group that is or could potentially be signing up personal injury cases in the Atlanta market.

Think about it; while I might share some general principles that will help you grow your practice, I'm not going to peel back the curtain at the same level when there are 30, 40 or 100 other attendees, some of whom could use my secrets to compete against me. The rationale for market exclusivity is simple but critical; no one wants to share their best strategies, their vulnerabilities or current

obstacles with a competitor. Nor should they. Yet if the members aren't willing or able to share their best strategies with others in the group, none of the participants are getting the value they should out of the experience.

In Classic Mastermind Groups, members build relationships with one another. They have in-depth conversations and delve deeply into the strategies that will build success for individual members. Members are engaged and are willing to roll up their sleeves to brainstorm together in order to help solve each other's problems and challenges. Each member of the group brings their life experience, intellect, knowledge, and strategies to the table. In this way each member of the group learns from all the other members.

Unlike the Coaching Mastermind, that draws mainly on the facilitator's knowledge or ideas, the Classic Model gathers multiple minds and perspectives together, and draws on the brain power of every member in the group.

Because each member is already successful, each member brings something valuable to the table that the other members can leverage for their own business growth. It is at least a 10:1 ROI. A participant shares one great strategy they implemented in the prior quarter but leaves the meeting with at least ten to twenty additional new strategies.

And because the Classic Mastermind group is small, each member has the time and opportunity to ask detailed questions. Oftentimes, the devil is in the details. Learning a bit about a new strategy in a large group setting is vastly different from having the opportunity to pick 10-20 people's brains for the details necessary to implement a particular strategy.

For example, if you are wondering about purchasing a new case management system or hiring an SEO vendor, you can raise the question to the members of a Classic Mastermind group, and you will be able to obtain immediate and detailed feedback from everyone seated at the table. You have access to how they implemented that exact strategy, as well as the benefit of their hindsight, as to what they would have done differently if they could do it again. It's like being handed a road map or detailed GPS directions. This distinction from the other models is critical.

If your issue is hiring top employees or how to pay your associates, when the question is raised in the Classic Mastermind Model, members of the group will share their hiring process, salary structures, and the rationale behind their decisions and processes. They are also apt to share forms, contracts, templates, or documentation. This kind of sharing is invaluable and can really help lawyers jumpstart growth and implementation of new strategies. It's the kind of sharing that doesn't happen in a Mass Mastermind or Coaching Mastermind group.

In a Classic Mastermind group, members save substantial amounts of time and money because each participant is able to draw on and leverage the knowledge and experience of the other lawyers in their small group. This shared knowledge is unparalleled in its potential to help each member grow exponentially.

In a robust Mastermind group fast-track growth is possible because each member is able to leverage the strengths of the other members in their group. They are able to fast track their law firm's growth because they build on the backs of each other's knowledge and experiences. This dynamic is not possible in a Mass Mastermind setting with 30, 50 or 100 people. It isn't possible in a Coaching setting where participants hear the coach's ideas rather than the ideas of all the other lawyers in the room. And this level of sharing isn't possible in a webinar, podcast, or large-scale conference.

I currently have 5 active Mastermind groups. Each group meets for two days, three times per year. This format is intentional because I want each and every member to have a seat at the table, and the opportunity to share their best strategies from the previous quarter. I also want them to have the opportunity to pose questions about any potential problems, issues, or new ventures they may be contemplating with the group at large.

Despite some misconceptions about Classic Mastermind groups, they are neither kumbaya groups nor bitch sessions where everyone commiserates about

their similar struggles. A Classic Mastermind group is about sharing strategies and problem solving, not bitching, complaining, or commiserating. Each attendee has one primary purpose: to grow their businesses. Each member recognizes that drawing on the experiences and perspectives of other business owners will help them achieve their business goals faster and with greater success.

In the classic Mastermind model membership is not automatic. It isn't a simple matter of filling out a form and that's it. Ideally, members are carefully placed in the specific group that will give each member the greatest opportunity for growth. This doesn't happen by chance or accident. For example, as the facilitator for PILMMA's Mastermind groups, I spend a significant amount of time carefully putting together each group. Market exclusivity is the first criteria but by no means the last that I evaluate when making placement decisions. I want to make sure that each Mastermind member gets the most out of the experience as possible. That's why I carefully consider the applicant's level of experience and areas of expertise, as well as the size of their firm and the amount of revenue they currently generate. All these factors are relevant to ensuring that each applicant is placed in the correct group, where they will be able to learn and grow while also bringing the highest value to the other members of the group.

Ideally, each member of the Mastermind group should be similarly situated, in terms of the size of their

practice, number of cases and the revenues they generate. Why does this matter? Because the size of the firm typically determines the specific types of challenges and concerns that are relevant to the members of the group. Small firm owners have different marketing concerns than large firms. They have differing marketing budgets and vastly differing management challenges. The hurdles, obstacles, and strategies needed vary greatly depending upon the size of the law practice. The basic needs and opportunities for growth and the relevancy of the sharing of information from the members is highly contingent upon the dynamics within the group.

Law firm owners generating over 10 million dollars in annual revenue need to be at the table with other similarly situated law firm owners. Small firm owners should be grouped with other successful firms of a similar size, because they share similar challenges. When members of a Mastermind group are unequally yoked, the results are stymied; Some members end up doing nothing but sharing what they already know, without the opportunity to learn new strategies. They end up giving but not being able to take as much away from the experience. When Masterminds operate as they should, each member of the group is both a giver and a taker, and everyone present is positioned to learn from one another.

Although the Mass Mastermind and the Coaching Mastermind models don't take these factors into account, I believe they are essential to ensuring that Members get the most out of their groups. I make a conscious decision

and evaluation of each member so that I can place them in the group that is the best fit for them and the other members already in the group.

As a facilitator, it is up to me to orchestrate each group so that every member has the best shot at the “Mastermind effect” exponential growth. When someone applies to join one of my Mastermind groups, for example, I interview them extensively. I want to assess the size of their firm, and their level of knowledge and experience. I want to determine their strengths as well as their weaknesses when it comes to law firm ownership. Are they strong marketers? Or are they weak in marketing knowledge but strong in management skills?

Every participant in these powerful small-group meetings brings their unique experiences, knowledge, and strengths to the table. I strive to build each group intentionally, considering each member’s strengths and weakness. Some lawyers are very good at systems, infrastructure, processes, and procedures. They are able to share these strengths with the group. Other Mastermind members may be weak in management skills, but are savvy marketers, who think outside the box and are always trying new things. They are able to share their marketing knowledge, expertise, and strategies with the group as well. Some members are strong leaders, and some are good managers. Some members are fantastic number crunchers, and extremely data driven, continually analyzing their Key Performance Indicators (KPIs), and looking for opportunities to cut expenses and

increase profits. This rich diversity helps to create robust and highly effective Mastermind experiences for all the members of the group.

Law firm growth requires both effective and innovative management and marketing. Either one without the other impedes growth. Joining a robust Mastermind group where members are similarly situated, and that leverages the diverse strengths of all the members gives each participant access to great ideas and strategies they would otherwise miss out on. They are able to access other members' strengths and add them to their own so that each member is able to propel their firm forward faster than they could ever do on their own.

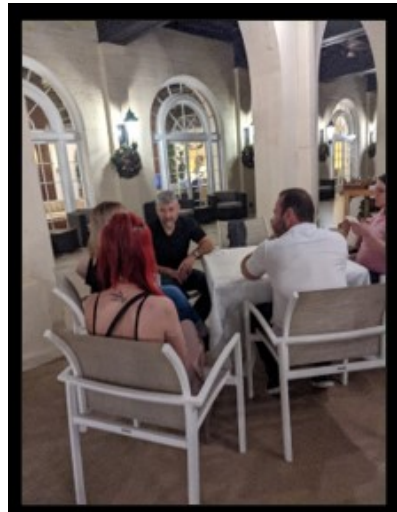
Based upon my years participating in and facilitating hundreds of Mastermind meetings, I can honestly say that only the Classic Mastermind Model has the potential and capacity to provide members with the "Mastermind Effect," the ability to grow their business 10 times faster than they could possibly do on their own.



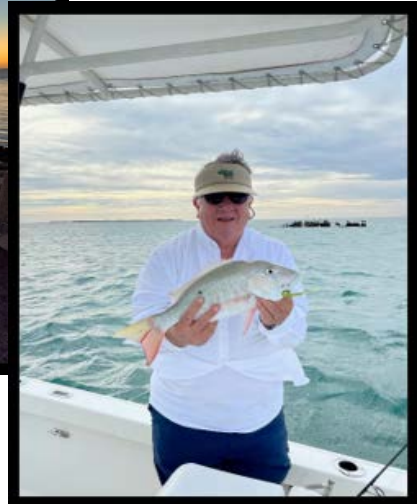
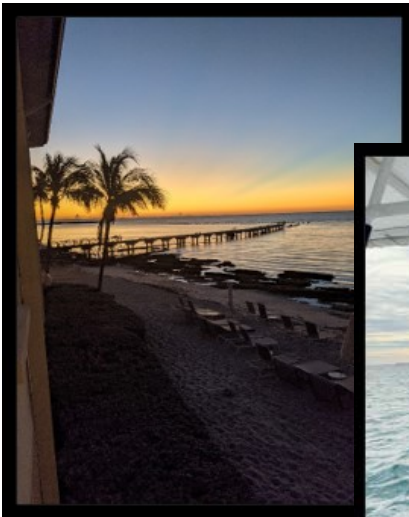
Masterminds hard at work



**After meeting
networking**



**Sharing continues after
the Mastermind
Meetings Conclude**



Mastermind members work hard and play hard in beautiful places - Key West, FL.



“PILMMA will speed up the process of getting your marketing laser focused!”

Christopher Klotz, and his partner, Eric Stevenson, have been PILMMA Mastermind members for 5 years. They have seen firsthand the benefits of PILMMA and the Mastermind program in helping them grow their Pensacola, Florida law firm. At a recent PILMMA Mastermind meeting, Chris shared his thoughts about PILMMA Masterminds: PILMMA *“will speed up the process of getting your marketing laser focused.”* Chris considers the biggest benefit of PILMMA membership to be the ideas and insights that lead to *“developing a marketing plan.”* PILMMA provides an *“ability to focus our marketing efforts and learn from other members.”* While there are lots of legal marketing outfits out there, PILMMA offers REAL STRATEGIES that produce REAL RESULTS. Chris gives this advice to anyone thinking about joining a PILMMA Mastermind: *“Come ready to absorb new ideas to implement when you get home.”* – Christopher Klotz, Pensacola, FL

“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 this year and is already recognizing the benefits it provides 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: *“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.”* Onder’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.”*

– Jim Onder, St. Louis, MO



***“JOIN MASTERMIND:
WORK SMARTER, NOT
HARDER!”***

PILMMA Mastermind member and Texas Mass Torts Attorney Don Worley, of McDonald Worley, PC is glad

he joined PILMMA and its Mastermind Program! Worley recommends PILMMA and its Mastermind program to any attorney who wants to ***“WORK SMARTER AND NOT HARDER!”*** Having recently joined the Mastermind program, Worley is already reaping benefits, including ***“Mass Tort Referrals and Great Ideas from Mastermind.”*** In the last year Worley has successfully implemented a number of Marketing/Management tactics that he learned at PILMMA, including increased/targeted ***“Community Involvement and Written Policies and Procedures.”*** Worley’s advice to PILMMA members is to ***“JOIN MASTERMIND!!!”*** Why not TAKE ACTION and make things happen in your own firm by joining PILMMA and its Mastermind Program, TODAY! Don’t let these ***“GREAT IDEAS”*** pass you by! – **Don Worley, Houston, TX**

CHAPTER FOUR

THE KEYS TO A SUCCESFUL MASTERMIND GROUP

The most successful Mastermind groups have one major common denominator - members of the group are willing to share their knowledge freely and openly with each other. They let the other members in on their best strategies, and they brainstorm collaboratively to help each other solve their individual firm's challenges. This level of shared thinking produces successful results for each individual member far more quickly than any member would achieve operating alone. It is what produces the "Mastermind effect," fast-tracked and exponential growth.

Shared thinking is more powerful than individual thinking. Suppose you want to learn a new skill quickly. How do you begin? Do you figure it out by yourself through experimentation, and trial and error? Or do you find someone to show you how, someone who has already mastered this skill?

If I want to learn to perfect my golf swing, I'll make much faster progress taking a few lessons from a golf pro than I will standing on the driving range alone, spending untold hours experimenting, and hoping to figure out what I need to do through trial and error. The same applies to law firm growth.

In successful Mastermind groups members learn from one another because each member is willing to share their experience and expertise with the other members. If you are currently in a Mastermind group and this isn't happening, then you are in the wrong group! You aren't getting the ROI that you should, and you are missing out on strategies that you could be implementing right now to grow your law firm.

When the Mastermind operates as it should, the free flow of fresh ideas is a thing of beauty. Recently I facilitated one of my 8-figure Mastermind groups and as I sat there watching and listening to the members, I could feel the excitement and witness the synergy in the room. I was observing a Mastermind group working exactly as it should. Every member was fully engaged and focused on the issues at hand.

Because I had carefully placed each member in this particular group, no member was a competitor, and they were all similarly situated- with comparable case numbers and revenue. This meant that each member was in a similar stage of law firm growth. As a result, they had similar challenges and concerns. In this 8-figure group,

all the members were already generating \$10 million or more in yearly revenue, so they'd already mastered the art of getting more cases. While they always wanted to hear someone share a new marketing strategy, their challenges were more in the Management, Scaling, and Leadership of their large continually growing firms.

Since each member was in a similar stage of law firm growth, they were able to relate to each other, and give and receive valuable feedback. They were able to motivate and inspire each other and the insights each shared was relevant to the other members. No member was just a "taker," sitting there soaking up everyone else's good ideas. As vested non-competitors, each member genuinely wanted to help the other members and see them succeed.

As is normally the case in a well-functioning Mastermind group, one of the members shared a particular challenge he was facing in his firm and wanted input from the group. Without hesitation, every member chimed in with ideas and insights. They spoke honestly and frankly. The brainstorming reminded me of a great racquetball game, with ideas bouncing back and forth in rapid-fire. I loved it!

But not all Mastermind groups operate at this level. Sadly, there are many dysfunctional Mastermind groups; They either lack the necessary degree of sharing and group participation, or the members are simply unequally yoked. As a result, members leave the meetings

with little to show for their time and effort. When members of the group refuse to share their knowledge, you can't receive the value you need to make the experience worthwhile. If you are in a group where the other members are not at your level, then even if they are willing to share, the ideas or strategies aren't relevant to you. You've already "been there and done that." When these dysfunctions occur in the Mastermind group, the whole experience is likely to be a grand waste of your time and money. Instead of leaving the meeting with a legal pad full of new strategies, you end up walking away empty handed and disenchanted with the whole process.

Shared thinking is the secret sauce that fuels successful Mastermind groups. Shared thinking is more innovative than individual thinking. Collaborative thinking has the capacity to produce dramatic results that the individuals would not achieve alone. Think Paul McCartney and John Lennon, Wilbur and Orville Wright, Bill Hewlett and Dave Packard, and Bill Gates and Paul Allen. When bright, innovative thinkers come together, big things can happen. Bringing successful and motivated lawyers together in a Mastermind setting compounds the experiences and intellect that can be brought to bear on the issues at hand. Each individual's mindpower, creativity, and life experiences are magnified exponentially. The potential for achieving innovative solutions is inevitably increased.

If you stop and think about it, most great ideas have come from three or four good ideas being built upon

one another. Successful Mastermind groups inherently facilitate this powerfully collaborative process. As billionaire entrepreneur Richard Branson notes: “Two heads are definitely better than one, and by brainstorming as a team and sourcing ideas from each other, you have a better chance of coming up with a strategy that will allow your business to overcome a setback or challenge.”

The need for each member of a Mastermind group to be willing to share their successful strategies with the others is so important that I simply do not tolerate members of any of my Mastermind groups to be “takers,” only. If a member isn’t willing to share their strategies with the other members in the group, they will be asked to leave the group and I will give them their money back. Period.

Effective Mastermind groups harness the collective brain power of all members in the group and channel it with laser focus on each individual member’s challenges. It’s like harnessing multiple horses to pull the cart. The horses are stronger pulling together than either is individually. They will go faster and further working together than they would working alone. In an effective Mastermind group, the kind that produces the “Mastermind effect” for its members, the sum is greater than the individual parts.

Shared thinking produces greater value than individual thinking. Masterminds enable the members to

yield a higher return than they are able to produce individually. For example, in my Mastermind groups, each participant comes to the meetings prepared to share their most successful marketing and management tactics and strategies from the previous quarter with each other. Thus, each member walks into the door of the meeting with two or three successful strategies to share but returns to their law firm with dozens more strategies and a roadmap for how to quickly implement these new strategies. Members obtain and implement new strategies they wouldn't have thought of on your own.

Just as importantly, by drawing on the expertise and hindsight of the other members, my Mastermind members know what to do and what not to do in order to make the new strategies successful. Fast track law firm growth is possible when you have the knowledge necessary to avoid the mishaps and mistakes you would likely make in the individualized trial and error process. Being in a robust, genuine Mastermind group - one that bolsters and encourages the free flow of information and ideas, allows members to grow exponentially and rapidly. When you are in the right Mastermind group, that is operating as it should, your return is significantly greater than your investment.

This heightened ROI is why I have quite a few Mastermind members that have been in my groups consistently for 5-10 years and are still participating. It's also why some members leave my groups, only to return a year or two later. Not all Mastermind groups are the

same. Dysfunctional groups are money wasters, while functioning Mastermind groups are money makers.

What really bolsters and encourages the free flow of information and ideas in a Mastermind group? The answer is Trust. Being able to trust the other members in the group is essential. Without trust, members are not comfortable or willing to share their best strategies with the other members in the group.

At PILMMA, we create an environment that fosters trust by making every Mastermind member sign a non-disclosure agreement. Just as importantly, we make membership in each specific group market exclusive. In PILMMA Mastermind groups, no one from your TV market can be in your Mastermind group. For example, if you are a personal injury lawyer from San Antonio, there will be NO other lawyers in your group from the San Antonio market. I've found that these measures make for a setting where no one is holding back.

But if you are in a group without non-disclosure agreements and marketing exclusivity limitations, you just can't expect to have the sharing and free flow of information needed to make the group work as it should. Without these measures in place, participants just won't share their best strategies. Nor should they. If I know that someone else in the room may be from my market, there is no way I am going to divulge details about the inner workings of my practice or the secrets that have helped me grow my firm. I'm not going to share the best vendors

I'm using for lead generation or SEO. I'm not going to share strategies for hiring top notch employees and I'm certainly going to refrain from brainstorming to help an actual or potential competitor. It's simply human nature to protect your business from competition.

Without non-disclosure agreements and marketing exclusivity requirements, members won't have the trust needed to foster the free-flowing exchange of ideas that is at the heart of any successful Mastermind group. Members must be givers; you cannot have any member who is just a taker.

Another key element to a successful Mastermind group is that the members are similarly situated in size and revenue. This is critically important because without this criteria you can end up in a group where everyone else is sharing information that isn't at all relevant to you and your practice. After teaching, mentoring and coaching thousands of lawyers in all sizes of firms for the last 20 years what I've found is this: For most law firms, and especially personal injury firms, there are three distinct stages of law firm scaling, or growth.

- 1) The first stage is law firms generating under \$2 million dollars a year in revenue. In this stage, law firm owners are still trying to figure out how to get a steady, dependable flow of cases in their door every month.
- 2) In the second stage of law firm growth, firms are generating \$2-10 million dollars a year in revenue. These

firms have generally figured out how to get a predictable stream of cases in the door each month. Although they have a solid base, they are still trying to increase their flow of monthly cases. Their greater challenge at this second stage of growth is creating the infrastructure of systems, and processes to handle the growing influx of cases. The reality for most law firms is that as your firm grows, things become more complex. Continued scaling up necessitates becoming more streamlined with systems, processes, and procedures. For example, you need processes for hiring, firing, and shortening the time frame for case settlement. At this stage, striving for efficiency significantly increases your bottom line, and positions you to handle greater growth effectively.

3) In the third stage of law firm growth law firms are generating over \$10 million dollars in annual revenue. If you have reached this level, you have mastered the ability to have a predictable and steady flow of cases coming into your law firm each month. You have also made much headway in creating the infrastructure needed to handle the increased flow of cases you are signing up. At this stage law firm owners are looking for that slight edge. Even 1-2 percent increases can make a huge difference at this income level. At this stage, law firm owners are typically looking to expand into additional markets as well. They are contemplating when and how to enter these new markets.

As you can see, law firms have significantly different issues and concerns, depending upon where

they are in the growth process. If you are in the third stage of growth, but in a Mastermind group where most of the other members are in the first two stages, you are losing out. You are likely to be giving great value to the other members, but not able to receive much yourself. Conversely, if you are in the first stage of law firm growth, and everyone else is in the third stage, the bulk of the conversations and ideas being shared just aren't applicable to you yet. You are apt to feel intimidated and frustrated.

When it comes to putting Mastermind groups together, it should never be a matter of chance. Groups should not be automatically open to anyone who registers. Members should be carefully placed in the group that will allow each member to reap the greatest benefits possible. That is why PILMMA has three levels of Mastermind groups. PILMMA's Platinum groups are for law firms under the \$2 million-dollar gross revenue mark. Our Rhodium groups are for law firm owners whose firms are generating \$2-10 million dollars in gross revenue; And our 8-figure Mastermind groups are for those law firm owners operating with annual revenue in excess of the \$10 million dollar mark. This is not etched in stone and exceptions sometime do arise.

I believe the facilitator of any legitimate Mastermind program has both a duty and an obligation to make sure that each applicant is carefully placed in the correct Mastermind group, one that is best suited for them and the other members of the group. Otherwise, the

participants will not reap the tremendous benefits they should be receiving from their participation. Being unequally yoked in a Mastermind group makes the overall experience a bust rather than a boom for everyone involved.

That's why PILMMA's application process is intentional and detailed. It is critically important to me that each and every PILMMA Mastermind member get the most benefit possible from joining and participating in a Mastermind group. Although I have broken down the groups into 3 income levels, there are still additional factors I consider when placing applicants in a particular group. It's why I interview every applicant to make sure they're going to be a good fit for the Mastermind program. I'm fiercely protective of my members and the integrity of each Mastermind group.

Currently, I have one Platinum group, three Rhodium groups, and one 8-Figure group. Each group is comprised of non-competing and similarly situated law firm owners. Each group meets three times per year, for two-day LIVE meetings (although during the pandemic, meetings were held via ZOOM- by necessity) And all members are expected to participate fully, giving, and receiving strategies, ideas, and insights with and from the group. We also do short monthly catch up Zoom meetings.

PILMMA Mastermind meetings are held in beautiful venues all over the country and beyond, such as

Jackson Hole, Las Vegas, Miami, Vail, Anguilla, Key West, Marina Del Ray, etc. It is important that lawyers step away from their firms, so they can focus on the Mastermind meeting. Members enjoy traveling to upscale resorts, and the ability to both work hard during the meetings, and play hard afterwards. This also helps members build relationships with one another. The stronger the relationships between the members, the more trust and sharing that will occur in the meetings.

Successful Mastermind Groups also need a strong facilitator. Ideally, the facilitator is someone who understands what it takes to build a law firm. If you were getting ready to climb Mt. Everest, would you hire a guide that had never even been to the top of the mountain? Would you want to hire a guide that had not taken other people to the top of mountain and gotten them safely back to base camp? Of course not. The same principle applies with Mastermind groups for law firm owners. Why would you want to join a Mastermind with a facilitator who had never been where you want to go? Who had never built a law firm or even practiced law? The experience and expertise of the facilitator matters. It is what helps them put together strong groups that fit well and optimizes the experience for all members of the group. It is what allows them to move the meetings forward, offering additional insights and solutions to help the group solve challenges or recognize new opportunities.

The facilitator also plays a key role in setting the Mastermind group up for success. It is the facilitator's

role to carefully put together each Mastermind group, taking into account the factors noted above, each lawyer's level of experience, and the size and nature of their law practices and depth of knowledge base. It is the facilitator's responsibility to place the right lawyers in the right groups, so that every participant is positioned for success, and to remove anyone from the group who refuses to share. It is his or her job to keep the meetings moving forward, setting agendas, and ensuring that no individual member dominates or monopolizes the conversations in the meetings. A good facilitator also has the knack for pulling out information from members who, while knowledgeable, are less vocal or more reserved by nature but have valuable insights to contribute. Oftentimes, the facilitator's job is a delicate balancing act.

I think of the facilitator's role somewhat as an orchestra leader. When a Mastermind group operates as it should, it makes beautiful music- the music of strategies, and ideas flowing freely between the members. When it isn't working, there is noise and dissonance. The facilitator, like a conductor, places members in the right section, so they have the opportunity to play their best, but they also ensure that no player drowns out the other instruments. As the facilitator for all PILMMA's Mastermind groups, I am always striving in each group and every meeting, to create and maintain an environment that fosters optimized sharing from all the members in the group. Only then is the "Mastermind effect" possible for every participant.



“PILMMA Mastermind is a synergy of bright minds and progressive leaders.”

“You’ll never figure out how to grow your firm in a time and cost-efficient way on your own.” Dana considers the best

benefit of the Mastermind group is the ability for *“Bouncing ideas off others in the group and getting their feedback and metrics.”*

PILMMA Mastermind meetings provide the opportunity for *“networking and hearing what is and is not working in other firms, and links to literature, pod-casts and business leaders.”* Dana’s advice for getting the most out of your Mastermind group: *“Participate!”*

– Dana Brooks, Tallahassee, FL

“You Should be in a Mastermind.”

Brandon is in his first year as a PILMMA Mastermind member and is already *“learning from marketing geniuses and management experts”* in his group and implementing multiple marketing



and management tactics to grow his practice. He *“ABSOLUTELY”* recommends PILMMA and the Mastermind Program. – **Brandon Yosha, Indianapolis, IN**

CHAPTER FIVE

WHO IS AN IDEAL CANDIDATE FOR MEMBERSHIP IN A MASTERMIND GROUP?

By now I hope that you are excited about the prospects of joining a genuine Mastermind group and experiencing the “Mastermind effect” in your own law firm. But I’ll be honest, even if you want to join a Mastermind group, you may not be ready for one. Not everyone who wants to join a Mastermind will be a good fit for this kind of group.

What makes an ideal candidate for Mastermind membership? I believe there are four key characteristics:

- 1) Humility
- 2) Open-Mindedness
- 3) Hungry to Grow
- 4) An Action Taker

HUMILITY:

Being Humble is a key virtue necessary for success in a Mastermind group. You must be able to leave your ego at the door when you come into the Mastermind group meetings. If you think you already know everything, then you don't belong in a Mastermind group. It is the wise man or woman that recognizes they don't know it all. No one does.

You may be surprised to learn that of all my Mastermind group members, some of my most successful, with the highest gross revenue and largest firms, are still the most eager to learn from the other members in their groups. They recognize that they don't know it all and want to gain as much knowledge from the other members in their group as possible. They understand that no one knows it all. In fact, you don't know what you don't know.

Mastermind groups are where humble but successful lawyers go to gain knowledge and insights from other successful lawyers.

However, if you want to come into a Mastermind meeting to brag about how great your firm is, then you are probably not a good fit for membership in a genuine Mastermind group. This does not mean you can't be confident. Most good trial lawyers I know are very confident. But you must be willing to temper your confidence with humility if you want to get the most out

of a Mastermind experience. Over the years I have found that lawyers who don't check their egos at the Mastermind meeting door will try to dominate the conversation. Sadly, there have been times when I've had to ask these types of lawyers to either change their demeanor and attitude or leave the group. Plain and simple.

Robust Mastermind meetings and the "Mastermind effect" occur when every member of the group gives and takes from each other. The needed dynamic is compromised, and the equilibrium skewed when ego filled lawyers attempt to suck all the oxygen out of the room.

OPEN MINDEDNESS

Another key characteristic of the ideal Mastermind candidate is open-mindedness. They must be open to new ideas, willing to try new things and able to embrace change where it is warranted. They confront new strategies or concepts with a desire to see how they could shape that concept for application in their firm, verses immediately saying: "That won't work for me." In my experience, attorneys who are stuck in their traditional ways of doing things and are not open or willing to change end up getting little out of the Mastermind group experience. It ends up being a waste of their time and energy. Ultimately, they end up leaving the group without having experienced the potential of the Mastermind effect for themselves.

Here's an example of what I mean by the importance of being open-minded: The issue of how to fairly compensate associates comes up quite a bit in Mastermind meetings. Many of us have experienced the chaos and headaches that occur when a disgruntled or ambitious associate abruptly leaves the firm, taking your inventory with them. Once you've been burned in this way, you certainly don't want to let it ever happen again. So, for many lawyers there is a quest for that sweet spot - Compensation that's high enough to keep the associates on board, but not so high it is unnecessarily saddling you with excessive overhead.

Several years ago, when the subject of associate compensation came up, one Mastermind member shared how he was currently compensating his associates. He placed them all on a straight "eat what you kill" commission of 17 percent on all the fees they generated (with no base salary). The first reaction of many of the other lawyers in the group was skepticism. They expressed concern, stating: "There's no way I could try that. My associates would never accept it and they would quit." A long and healthy roundtable discussion commenced in the Mastermind meeting. Members spoke freely - airing the pros and the cons of such an arrangement and how it could be presented to their associates. At the end of the discussion, several of the initially reluctant members decided to give this new compensation plan a try in the following quarter.

What happened next? After implementing the new compensation system for six months, these Mastermind members reported that although it had been a tough sell at first, that it ended up working beautifully. The associates were happy because they were making more money. They were more motivated to close cases quicker, thereby generating increased cash flow for the firm. Surprisingly a few of the Masterminds that put the new idea into place were seeing more profits, because their associates were turning cases faster which cut the firm's overhead. It was a win-win for both the associates and the Mastermind members.

Had these Mastermind members been closed minded to this new strategy they would have missed out on what proved to be a highly successful move. As you might expect, after seeing their success, more members went back to their firms and implemented the commission only associate strategy too.

HUNGRY TO GROW

As attorney entrepreneur John Morgan says: "You can't teach hungry." And I think he's right about that. If you don't have an insatiable burning desire to grow your law firm and do so faster than your competitors, then a Mastermind is probably not a good fit for you. Mastermind members are hungry to grow, and just as hungry to fuel their growth by seizing new strategies. Consequently, successful Mastermind members are continual learners. They view the Mastermind meetings

as opportunities to learn somethings new from the other members in the room. They understand that even though they have experienced success already, there is more to accomplish and that the Mastermind experience will help them do that. They aren't afraid to learn from the others in the room; They embrace it. Like my father always said: "Son, if you're the smartest person in the room, then you're in trouble. "

AN ACTION TAKER

Nothing changes in your law practice unless you take action. You can have 20 fantastic ideas about how to grow your law firm, but if you don't take action to implement these ideas then nothing changes. You can leave a Mastermind meeting with a legal pad full of great strategies, but if you don't take action to implement these strategies, you won't see growth or progress towards your goals. The ideal Mastermind candidate is an action taker.

Think of it this way: One mastermind member leaves the meeting with a dozen new strategies. Although he's initially excited about how these strategies will help him grow his firm, once home, he takes no steps to make these strategies happen. Another member takes down only 3 strategies from the meeting, but once he is home, he sets about making things happen; He identifies the steps he needs to take in the next quarter and decides who will execute the steps. He sets benchmarks for when the steps must be completed.

Which of the two mastermind members in the hypothetical will accomplish more before the next meeting? Which one will experience a greater level of growth or success? The answer is painfully obvious, isn't it?

Effective Mastermind groups will give you a wealth of great ideas. But all the great ideas in the world will not help you grow your law firm if you aren't an "Action Taker." The Mastermind members who experience the greatest growth as a result of their membership in the group are the ones who implement two or three of the new strategies, they acquire by the next Mastermind meeting. If you think this is not possible or that this level of commitment is an unreasonable demand on your time, then you probably aren't an ideal candidate for a Mastermind membership, at least not in a genuine and robust Mastermind group like PILMMA offers.

If you want to improve your ability to take action and implement more in your law firm, then I highly recommend a book entitled: *The Twelve Week Year*, by Brian Moran. He does a great job of setting forth the principles to help you accomplish more in 12-13 weeks that most businesses accomplish in a year. I have implemented this program in PILMMA and have been blown away with how much more we are able to accomplish by embracing these principles. In fact, I now teach a version of this strategy, tailored for law firm owners, to all my new PILMMA general members as well

as the PILMMA Mastermind members. I call it Implementation on Steroids.

After facilitating Mastermind groups for years, I can honestly say that the classic small group Mastermind program, with its built-in accountability, encourages increased implementation, and productivity. Every member knows that they will be sitting at the roundtable facing their Mastermind peers in 3-4 months. Few want to come back empty handed, and unable to present some successful strategies they have put in place since the last meeting. In my Mastermind groups, members are there to cheer one another on. Everyone genuinely wants to see their fellow members grow. They're not above offering gentle and encouraging nudges if they see someone stuck and failing to implement the strategies, they said they were going to, or continuing to complain about the same obstacles meeting after meeting.

Robust Mastermind groups will help you grow your law firm if you are willing to do your part. But I'd be lying if I said they are for every lawyer. Because they aren't. Some lawyers aren't yet ready for this experience. Some lawyers will never be. And frankly, if you are signing up for a mastermind group that automatically takes everyone who applies, doesn't have market exclusivity, and isn't committed to mutual sharing, then the criteria I've outlined in this chapter won't matter. But I do not believe you will experience the dramatic and exponential law firm growth you desire by being in that kind of Mastermind group.

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 our firm that help us bond and grow. Incredible marketing ideas, that WORK!"* Strategies and Tactics that Bert has Implemented THIS YEAR, from his Mastermind: *"Sending out videos to educate clients about cases; Forming and developing my executive team and delegating even more. Developing You-tube ad campaign."* Bert's advice to members: *"JOIN a PILMMA Mastermind! Read the Magazine. Get clear on what you want in your practice."* Bert's Recommendation: *"The group of leaders, and Ken especially, will engage you in an adventure and challenge you to be the best firm, for your clients and you, [that] you can really be."* – Bert Parnall, Albuquerque, NM

CHAPTER SIX

Case Study: Matt Dubin

100 % GROWTH YEAR OVER YEAR



Matt Dubin is a personal injury attorney from Seattle, Washington. When he first joined a PILMMA Mastermind group he was a one man show: A solo practitioner with two assistants, about 60 cases and revenues of several hundred thousand dollars a year. Matt now owns one of the top Personal Injury Law Firms, not just in Seattle, but in all western Washington, with 30 employees and over a thousand cases. He considers being part of a PILMMA Mastermind group instrumental in his success. But don't take my word for it. Here's what Matt has to say about the PILMMA Mastermind experience:

“They don't teach you how to run a business in law school, so I had been winging it for about 10 years. I mean, I was making a decent living. I figured I'm a nice guy. I'm a good lawyer. People are going like me, and I'll grow.' At that time, I was growing five to ten percent a year. I felt like I was living the dream, but I had no idea what the potential for me and for my firm was before I got exposed to other attorneys and other law firm owners who

had started where I was and had transformed their firms into something different.”

“I’ve been a continuous member of Ken’s Mastermind groups since 2012 and I think 2020 was our third consecutive year of 100 % year over year growth! You become the people that you surround yourself with. I learn so much every time I go to a Mastermind group. It seems like I have learned just what I need to at the time I need to.”

“For as much as I’ve gotten from Ken personally, it’s the connections that Ken has facilitated. The ability to sit in a room with 15 successful lawyers from around the country and just share our problems, our challenges, our successes, what works and what doesn’t work, what vendor to never do business with and what vendor you’ve got to call tomorrow. Just that inside information that you can only get from being a part of an organization like PILMMA’s Mastermind. It has really empowered me to take what’s inside me and make it into something much bigger than I am individually.”

“When I joined PILMMA my firm was essentially me. The income that I made from month to month depended on how many hours I put in and how hard I worked. Now I could disappear for six months, and my income wouldn’t take a hit. I have more money - a lot more money than I did 10 years ago. I live in my dream house in the middle of a 500-acre park. I drive the car I want to drive. I basically make my own hours.”

“I can’t imagine just running my firm permanently from the beach in Maui, but I could, and I could do it for weeks or months at a time. I could come into the office

and show my face and then go to a different beach in a different part of the world. I think as crazy a goal as I set for myself 10 years ago, I've exceeded it. I've blown it away."

"If you want your firm to be something more than you can imagine, you've got to surround yourself with the people who have already done that. The people in your market aren't going to share their secrets with you - their successes - or their failures. I don't know of another way to do that than through PILMMA's Mastermind."

When asked what he would say to someone who was sitting on the fence and not sure if they should join a Mastermind, Matt responded: "I would say to somebody who is on the fence is what somebody asked me 10 years ago:" "What do you want? If you want things to stay the way they are, then don't join. But if you want to be bigger and better and more and do it the right way and not compromise your values and your principles and yet make a whole lot more money and have a lot more freedom in your life, and be of greater value and greater service to the people around you and your family and your clients and your community, what have you got to lose?"

"What I pay for a year in PILMMA I make back in revenue 10 times over in just one month."

Matt describes the Mastermind experience this way: "When you fly across the country and you spend two or three days in a windowless conference room talking about the nuts and bolts of running a law firm, and you do it three times a year, year after year, you build a camaraderie with these people. We're comrades in arms, fighting the good fight. We're doing it together and it just

makes everything better. It makes everything easier, knowing these people have got your back, and that you can help them when they need it, and you would do it in a second.”

“I can’t imagine anybody – no matter how well they’re doing- that would only get a 5% edge from joining a PILMMA Mastermind. That almost seems ridiculous to me. I don’t care how successful you are if you’ve got a seven-figure marketing budget or wherever you are in the development of your firm. You will do way better than a 5% improvement by joining PILMMA’s Mastermind. I believe the potential for 100 % or better year over year growth is there for everybody.”

“This is the thing about Masterminds: You don’t have to reinvent the wheel. You don’t have to come up with every plan for how to do everything the right way. You just need to sit at a table with people who have already done it and been successful and just ask them how they did it. We all think we’re so smart- but what we don’t know is way more than what we do know. The key is to find some humility and really understand and embrace all the stuff we don’t know and be willing to go out and get it from people who have lived it already.”

“Our time on this earth is short. I don’t want to spend 40 years figuring out stuff that people have already figured out and done. I just want to do it right the first time.”

“Ken has connected me with some of the most amazing powerful people, personalities, and forces for good in the world. Words can’t express the deep gratitude and admiration I have for Ken and everything he’s done

and continues to do for me and for lawyers who just want to do better and be better all across the country.”

“I recommend PILMMA (Mastermind) because you will learn what works and what doesn’t!”



Mastermind Member Scott Distasio, of Tampa, Florida, has this to say about the PILMMA Mastermind program: *“I recommend PILMMA (Mastermind) because you will learn what works and what doesn’t!”* Scott considers his biggest benefit of joining a PILMMA Mastermind to be: *“Having a group of people that have been in your shoes to learn from.”* We all know it is far easier (and cheaper) to learn from other’s mistakes than to have to spend time and money in your own trial and error. Your odds of success are immediately increased! PILMMA Mastermind membership allows you to SHARE WHAT IS WORKING AND WHAT ISN’T, with each other. It’s like having 12x’s the brain power in one room focusing on the exact issues that matter to you!

Scott’s advice to prospective attorneys thinking about whether to join a PILMMA Mastermind: ***“ENROLL IN THE MASTERMIND PROGRAM... YOU WILL LEARN WHAT WORKS AND WHAT DOESN’T!”***

– Scott Distasio, Tampa, FL

CHAPTER SEVEN

Case Study- Jan Dills

QUALITY OF LIFE AND GROWTH WITHOUT WORKING 80 HOURS A WEEK



Jan Dills is a highly successful attorney in West Virginia. When she first joined a PILMMA Mastermind group she had twenty employees and two associate attorneys. Although she was the largest Social Security attorney in West Virginia, with a successful practice, she was also working 70-80 hours a week, at least. She had a successful law practice, but it came at the price of having no life outside the office.

Now Jan doesn't just dominate the West Virginia market in her practice area. She dominates regionally in her Social Security practice and Nationally in her Veterans Practice.

Since joining PILMMA's Mastermind program, she has taken her law firm from twenty employees to 135 employees. Best of all, she isn't tied to her office, and is

able to travel with her family and work from anywhere she chooses to, and as much as she chooses to. Her practice has grown dramatically and so has her quality of life. Jan now has the systems and process in place to continue to grow her firm to even greater levels of success and attributes much of what she has been able to accomplish being a part of PILMMA's Mastermind program.

But don't take my word for it. Here's what Jan has to say, in her own words:

"When I met Ken, I had a successful practice. It was doing well, and I was definitely growing. I had roughly 20 employees and 2 other attorneys. My practice was successful, but it was because I was working an unbelievable amount of time. I was definitely putting in 70 to 80 hours a week, at least. And I just couldn't get over the hump. I couldn't get the scaling of my business; I didn't know how to do that."

"I wanted to grow, but I couldn't grow any more that I had because there were only so many hours in a day. Everything fell on me, and I didn't have any quality of life at that point. Going to Ken, I learned about KPI's and what other firms from other parts of the country were doing. They were like-minded and in growth mode. Talking with them and learning from them was probably the cause of the biggest transformation in my career."

"The free sharing of information and everyone thinking the same way is invaluable. Ken also brings in new ideas and speakers to the meetings and it keeps us growing."

“Before joining the Mastermind, I was on that hamster wheel, doing fine and making a great living, but I didn’t have a life.”

“One of the great things that I attribute to Ken is that when Covid hit I was already prepared. It was seamless. I just told everyone to go home. I have a great team that was able to make that happen. Six months ago, we worked permanently from home because I already had the structure in place.”

“Now I’m able to work from home, and my (second) home in South Carolina. Two weeks ago, I worked out of Arizona. So, we’re able to travel but without losing quality or quantity of work.”

“Since I met Ken, I’ve grown from twenty employees to 135 employees and have structures in place so that not only is revenue increased but I’m able to delegate to a great team. I have actually better-quality work now than I did 13 years ago with twenty employees.”

When asked about the Mastermind meetings, Jan had this to say: “Every meeting refocuses you. It re-synergizes you and lifts you up because you’re in there with like-minded people. Everybody’s trying to help each other. I mean, you’re not from the same market so there’s nothing to worry about with your competition finding out about it. It’s like having a mini-board of directors.”

“Anytime that you can get together in a room where it’s confidential you have no worries about someone telling your business to somebody else. You’re sharing information and you can learn from others. You’re there with like-minded people that are all there for

the same reason. I think it is so invaluable. You just can't get this anywhere else. It helps you grow not only as a person; It helps you grow in your firm. Not only will you make more money, but you'll have better quality of service to your clients."

When asked what she would say to someone thinking about joining a Mastermind, Jan said: "I think it's a no brainer. If the money to join is the hurdle, it shouldn't be because you are going to get so much of a bigger return on that investment."

"If you're just working too much but not getting anywhere or your revenue is flat, the Mastermind is a great way of getting yourself surrounded by others who have been there and done that. It allows you to figure out how to get to the next level. If I hadn't met Ken, I don't know if I would be where I am today. I have my sanity and I'm not working 80 hours a week. I'm able to enjoy life and represent my clients."

"You don't live to work; you work to live. PILMMA has helped me do that. Ken is very humble and won't really tout what great things he has done for many people, but he needs to do that. He needs to get his word out. People need to know what great things he has done for so many lawyers all over the country. The more I've known Ken, he is who he is. If he doesn't think he can help you, he won't help you. If he thinks he can help you, then he'll bring you on board. Ken just has a good heart. He wants what is best for you. I trust Ken and it ended up being a great fit even though in the beginning I wasn't sure."

"Being part of a PILMMA Mastermind group has also brought personal growth as well as professional. I

went from being what I felt was the underdog in my group, just doing what Ken said and what other people in the group said - to becoming one of the leaders in the group. The personal growth of being part of a PILMMA Mastermind was definitely something I wasn't aware I was signing up for but I'm so glad I did."



"PILMMA (Mastermind) IS A VAULABLE ASSET THAT ALL ATTORNEYS WHO RUN THEIR OWN PRACTICE SHOULD EXPOSE THEMSELVES TO AND TAKE ADVANTAGE OF."

Roger has been a PILMMA Mastermind member for the last 2 years and has seen first- hand how the ideas and insights he learns there can jump start a law practice: He values these unique benefits: *"The ability to learn from others similarly situated and share information and ideas."* In the last year alone, 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. – **Roger Simon, Jericho, NY**

CHAPTER EIGHT

Case Study Justin Lovely

DIRECTION AND A CONSISTENT STREAM OF CASES



Justin Lovely and his wife, Amy has a successful personal injury and criminal law practice in Myrtle Beach SC. When he first joined PILMMA, his firm consisted of Justin, Amy and one assistant. They were a six-figure firm signing cases here and there but not consistently. They ran their

firm off of a spreadsheet. Now the practice is thriving. They are solidly in the seven-figures range and headed to eight-figures in gross revenue, with management systems, and marketing strategies that are helping them see consistent and significant law firm growth.

Justin shares his story about how being in a PILMMA Mastermind group has transformed his practice:

“When I joined PILMMA and then became a Mastermind, we were a two-person partnership, essentially a solo practice with one staff member we paid \$9.00/hr. I can’t believe she was even working for me

back then, but we didn't have money. I had some hustle, some grit, and I just needed some direction. We ran everything off spreadsheets. I don't know how we kept track of calls."

Justin came to Ken because he knew he wanted more out of his law firm: "I said to myself, I'm not comfortable. I'm not happy with the business. I want to grow. I want to do something. And so, I took action, and I joined the Mastermind."

"We were a six-figure practice signing a case here and there, but there was nothing really consistent - nothing I could count on as far as Intake. But then I started developing and using Ken's systems and became a Mastermind."

"The first thing Ken told me after we did my first Mastermind meeting was to get a case management system and an Intake system. At that point I was trying some marketing initiatives that were making the phone ring, but we needed to systematize everything and work the kinks out as we grew."

"The strategies we've leveraged from being in Ken's Mastermind has helped us grow."

"The Mastermind allowed us to meet other people and share ideas- what's working and what's not with management, with marketing, with people, with clients, with everything."

"The most valuable thing I've learned from Ken is the experience and know-how from people who've already

made these mistakes. Your Mastermind members have already made the mistakes you're making. So instead of me having to go through those growing pains and trial and error, when I tell them what I'm dealing with, they have an answer immediately because they've already been through it, or if they haven't, Ken has."

"One of the mistakes I made early on was trying to go head-to-head with the big dogs on TV. I'm dealing with gorillas in the market who are spending a million dollars in Myrtle Beach. That was money I was basically pissing away down the drain because my message was being drowned out. That's when Ken told me to start tracking everything and reallocate my marketing dollars to what is working. Up to that point I had been doing what probably most lawyers do: throwing spaghetti at the wall and see what sticks and hope the phone rings. But when you start tracking everything, you ask What's my cost per lead? My cost per case? Per marketing source? Then you realize where you need to move the money and lower your cost per acquisition. Then, nine months down the road, when you're actually receiving these contingency fees, it makes a world of difference- and you're going to be able to grow."

Justin's secret to getting the most out of the Mastermind experience is all about implementation: "When we get together for those two days in a closed-door meeting, they are game changers. I make a list of the things I want to accomplish and immediately implement them into my practice."

"And it's those little quarterly tweaks to your business that allow you to continually grow and grow steadily and hopefully achieve your long-term goals,

whether that's to handle more cases, to have more intent, to help more people, have more freedom, to have a profitable exit at retirement. All those things are great nuggets Ken has taught me.”

“If you are on the fence about joining, just give it a try. Ken gives you your money back if you're not happy with it. But you can't just sign up for the organization and think, my firm is going to change overnight. That's not going to happen. You have to put in the work. And then you're going to see the incremental changes. You're also going to have some quick wins, too. Over time, if you stick with the methodology that Ken teaches and his marketing know-how, your firm will grow. And you'll be glad you joined.”

“We've grown our office. We have a consistent flow of leads, consistent signed cases, continually developing policies and procedures. We've got a seven-figure law firm now and I'm trying to get to the eight-figure level next. I'm really glad about our growth. But when you grow and this is something people don't understand, you're going to have a whole other set of challenges. And Ken is there, and the PILMMA Mastermind is there to help you with those growing pains as well.”

“Now at the time I first Joined the Mastermind I was worried about the financial commitment. But looking back on it, it's the best money I've ever spent. I've got 10, 20-fold return on my money-easy. I'll continue to be a Mastermind as long as Ken will have me. And I think anybody that's in our Mastermind group that has stayed and committed to implement these actions they would all say the same thing.”

CHAPTER NINE:

11 Reasons to Join a PILMMA Mastermind Group

1. Focused Input from the Group

At every Mastermind meeting, you'll get time where your firm's marketing and management challenges and ideas are the focus. This first-hand experience is one of the most powerful for your business.

2. Energy

There's an undeniable energy when you're surrounded by other elite, success-oriented achievers. We work hard to put together groups with the right chemistry to benefit all members.

3. Speed

Our Masterminds ensure a higher level "speed of implementation". Imagine the acceleration that comes from tapping into the collective brain trust of your fellow Mastermind members who've already done what you're looking to do and can help you get things done.

4. Growth & Bigger Thinking

All Mastermind members can expect new levels of growth, both personally and professionally. It's practically impossible for this not to happen for motivated lawyers.

5. High Value & Positive ROI

You will see the level of value designed for the lawyer who wants to grow their business and their personal platform of influence. It's our mission to ensure every member gets an exponential return on their investment.

6. Profitable Relationships

An amazing by-product of our Mastermind Groups is the joint venture opportunities, cross-referrals, business relationships, and personal friendships that evolve. Some of our groups have been together for many years!

7. Friendly Accountability

Your fellow Mastermind members and our Mastermind leader will make sure you stay on track and get things done! This accountability can be a form of tough love but is intended to help you move forward.

8. Refocus, Rejuvenate, Remotivate

Taking a few days to spend in a beautiful venue, working **ON** your firm versus **IN** your firm is important. When you add the extra energy of the collective PILMMA Mastermind, it helps you clear your head and gets you focused, rejuvenated, and remotivated to take your firm

to the next level of success in **MANAGEMENT and MARKETING!**

9. Management Made Easier

As your firm grows, you face increased management challenges you may not have anticipated in your goal to make the phone ring. These challenges aren't unique to your firm. Let your fellow Masterminds brainstorm with you and learn from their past mistakes, too.

10. Specialized Knowledge & Experience

Every member brings specialized knowledge and experience to each meeting. You can count on your fellow Mastermind members to help you with specific challenges your firm may be facing.

11. Personal Attention & Expert Advice from Someone Who's Already Done it

I've built and sold two law firms from the ground up and helped thousands of lawyers from across the country experience greater law firm growth and success. I carefully and intentionally put together each Mastermind group so that every member is able to get the most out of the experience. Because I've facilitated literally hundreds of PILMMA Mastermind meetings, I'm able to bring my personal expertise and knowledge to every PILMMA Mastermind meeting, helping to uncover countless missed opportunities and create highly effective marketing and management strategies not available in other groups.



“Since joining PILMMA I have tripled my business and I’m on track to make it a quadruple.”

PILMMA Mastermind membership means *“meeting other business owners, networking and comparing notes on which vendors work and which don’t.”* Glen’s advice: *“Really take advantage of being around others whom you can bounce ideas off of.”* *“I definitely recommend the PILMMA Mastermind program.”* – Glen Honda, Honolulu, HI

“If you want to educate yourself and grow your business, I absolutely recommend the PILMMA Mastermind program.”



From learning how to improve his hiring practices to his social media marketing, David has been able to implement multiple marketing and management tactics he’s learned through this unique membership. He highly values the *“advice from other lawyers and the contacts he’s made all over the country”* and the way the Mastermind membership gives him the opportunity to: *“Figure out what I’m doing right and what I’m doing wrong.”* Mastermind members like David are able to avoid the trial-and-error process of law firm growth and to start immediately leveraging this inside knowledge. – David Aylor, Charleston, SC

CHAPTER TEN:

YOUR NEXT STEPS

If you've come to this portion of the book, then there's a pretty good chance you have some degree of interest in joining a Mastermind group. So, the next logical question is "What should be my next step?"

If you want to join a PILMMA Mastermind group here's what you need to do:

- 1) Go to www.pilmma.org/join and fill out the initial application, or
- 2) Call PILMMA and speak to our Member Services department and we will set up a 30-minute telephone conference with me, Ken Hardison. We'll talk about where you are in your practice and determine if PILMMA's Mastermind is a good fit for you. 1-800-497-1890 or info@pilmma.org.

If you are ready to take your firm to the next level; If you are eager to be a part of a group of successful lawyers sharing their best strategies with each other and brainstorming to collaboratively find solutions for your current challenges or obstacles, then PILMMA

Mastermind groups can help you experience the “Mastermind Effect” - fast-tracked exponential Law Firm growth. We’re excited to be a part of your journey to greater success. Reach out to us today. Remember, nothing changes until you **TAKE ACTION!**

“We have almost tripled our law firm’s gross revenue since joining PILMMA’s Mastermind group. I trust Ken Hardison and his team 150%.”



Ken Kitay considers one of the biggest benefits of the PILMMA Mastermind program to be the *“Peer to Peer mentoring and coaching to help the law firm solve its problems.”* The inside knowledge he’s gotten- including *“Legal marketing what’s working, and where to spend our money”* has helped him significantly grow his practice- He’s *“developed an in-house intake department, and leveraged videos to grow our firm, and grow a successful and profitable criminal practice”* by harnessing the power of PILMMA’s Mastermind effect.

– Kenneth Kitay, Wyomissing, PA



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 2 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, Florida, 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 judgement free zone."* His advice to Members on how to take advantage of a MASTERMIND membership: *"LISTEN—ASK QUESTIONS—KEEP AN OPEN MIND."*

—Jason Melton, Brooksville, FL



“PILMMA and the Mastermind Program is an invaluable asset for your practice. There is no other organization that has such a deep pool of resources for your practice.”

Jeffrey enthusiastically recommends the Mastermind program and considers the biggest benefit to be the ability for *“Networking with some of the best lawyers in the country.”* –Jeffrey Singer, St. Louis, MO

“I 100% recommend other lawyers join a PILMMA Mastermind group. It doesn’t matter the size or scope of your firm, you will get more profits and run a better firm with PILMMA.”



“My marketing and Management systems have consistently improved since I joined PILMMA, and the Biggest Benefit is the Mastermind program and gaining the amazing insights from other great firms.”

– Brian LaBovick, Palm Beach Gardens, FL

“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 keeps you on top of marketing trends and law office management... I would highly recommend joining a Mastermind...It’s essential to stay ahead of your Competition.”*

–Jonathan Harris, Houston, TX

If Not *Now*, When?

Law Firm Growth Doesn't Happen by Accident. There's nothing like the unparalleled and powerful experience of the Mastermind Effect that only happens in carefully crafted genuine Mastermind Groups. You *can* achieve fast-tracked, exponential Law Firm Growth. Harness the Power of the Mastermind Effect – the Supercharged Environment where Strategies are Shared, Shortcuts are Revealed and Law Firm Transformation Begins.

"I've followed Ken's career for nearly a decade (having shared with him many of my best concepts and watched him quite masterfully modify them over to attorney hyper-marketing with heavy focus on Personal Injury law.

I've actually attended his Mastermind Meetings and been utterly impressed by how significant Ken's methods perform for his members.

The success stories members first-hand reported to me were unimaginably significant.

In fact, I thought enough of Ken's Mastermind Group's value I actually bought a membership to it for my newly graduated PI attorney cousin in Indianapolis as a graduation success-acceleration graduation gift.



In literally the first year of membership my cousin's practice and personal brand went from unknown to number one on search and generating hundreds of high quality calls a month.

I believe Ken is a gifted mastermind leader and his Groups will help ANY attorney dramatically up their game and multiply their income!"

— Jay Abraham, FOUNDER & CEO OF THE ABRAHAM GROUP, INC.
& TOP 5 EXECUTIVE COACHES IN AMERICA (Forbes)



Ken Hardison is an attorney, best-selling author, and speaker on Law Firm Marketing & Management and the founder of PILMMA (Personal Injury Lawyers Marketing & Management Association) and facilitator of PILMMA Mastermind Groups.

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