One Big Media Company

⚖️ GOHIGHLEVEL SNAPSHOT · PERSONAL INJURY LAW FIRMS

PI Law Agency Sales Kit

Pitch, outreach, pricing and onboarding to land and keep clients in this niche.

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THE OPPORTUNITY

Selling to pi law

Your buyer: A personal injury firm with one to twenty attorneys handling auto accidents, truck crashes, slip-and-falls, and similar cases on contingency. Intake is staffed by paralegals or an answering service, and the firm loses signable cases to slow callbacks, unsigned fee agreements, and slow document collection after sign-up.

Why they buy:

- Injured people call several firms, and the first one to call back often signs the case
- After-hours and weekend inquiries sit until Monday while your ad spend keeps running
- Fee agreements get sent and never signed because nobody follows up consistently
- New clients are slow to send photos, report numbers, and authorizations, so files stall
- Clients feel ignored between updates, which leads to frustration and poor reviews

Suggested resale pricing

Setup fee	Monthly
$1,000-$3,000	$497-$1,497

PI firms value each signed case highly, so price on the cost of losing one case to slow follow-up. Include intake reporting and copy compliance updates in the monthly fee.

PI firms already spend heavily on leads, so sell this as protecting that spend: faster response, more case reviews booked, and more signed agreements from the same budget. Retain the account by reporting signed cases, time-to-first-contact, and document completion, and by managing reactivation sends to past inquiries.

CLOSE

Pitch script

Let me ask you something about intake. When someone fills out your form at 10pm on a Saturday, what happens? For most firms, it waits for Monday. Meanwhile that person has contacted other firms, and the one that called back first often gets the case. We install an intake follow-up system built for personal injury. Every inquiry gets a respectful text and email within moments, gets offered a free case review on your calendar, and gets reminders so they actually show up. When you send a fee agreement, it follows up with plain-English answers about fees and costs, with no pressure language. And once someone signs, it sends a document checklist and keeps reminding them until your file is complete. All copy avoids outcome promises and includes 'not legal advice' language, and your team reviews it before launch. Would it make sense to see it run on a test inquiry this week?

Cold email

Subject: After-hours inquiries at {firm}

Hi {first name},

Quick question: when someone submits your case review form on a Saturday night, how long until they hear from your firm?

Injured people often contact several firms, and the first to respond has a real edge.

We install an intake follow-up system for PI firms that responds to every inquiry within moments, books free case reviews, follows up on unsigned fee agreements, and collects documents from new clients automatically. Copy is written to avoid outcome promises and is reviewed by your team before launch.

Open to a 15-minute demo?

{your name}

Cold SMS

Hi {first name}, it's {your name}. I help PI firms respond to every inquiry in moments, 24/7, and follow up on unsigned agreements. Worth a 15-min look? Reply STOP to opt out.

Social DM

Hi {first name}, I work with PI firms on intake follow-up: instant replies to new inquiries, case review booking, fee agreement follow-up, and document collection. Would a quick demo be useful for {firm}?

DELIVER

Offers & onboarding

Offer ideas for the client

- Free, confidential case review by phone, video, or in person
- Evening and weekend case reviews for people who can't take time off work
- Free second-look review for people who started handling their claim alone
- Holiday and summer travel safety checklist for past clients and the community
- Free accident-scene checklist card for the glovebox (an educational resource, not a solicitation)

Client onboarding checklist

- Collect: logo, brand colors, business hours, service area, Google review link
- Get access: domain/DNS, Google Business Profile manager, Facebook/Instagram admin
- Phone: buy or port a number, register A2P 10DLC, set up call forwarding
- Import the customer list (CSV) and tag it for the reactivation campaign
- Fill in the 20 custom values and publish the workflows
- Run a live test: submit the form, miss a call, book an appointment
- Book a 30-day results review with the client

KPIs to report monthly

- **Time to first contact**: Every new inquiry contacted in under 5 minutes, including nights and weekends
- **Inquiry-to-case-review rate**: Grow the share of qualified inquiries that book a free case review each month
- **Case review show rate**: Steadily reduce no-shows with reminders and phone-review options
- **Agreement signing rate**: Improve the share of sent fee agreements that are signed quarter over quarter
- **Days to complete documents**: Shorten the time from signing to 'All requested' documents received
- **Client reviews**: Earn new Google reviews each month from clients with resolved cases

General guidance only. This is not legal, tax, medical or financial advice. Results depend on your offer, market and execution.