

PLAYBOOK

Personal Injury Law

Handshake Outreach email sequence, adapted.

Four messages, one sequence. Mail-merge ready.

ADAPTATION 1

Category notes

High-sensitivity category. The visitor is likely injured, possibly dealing with insurance pressure, and afraid of two things in roughly equal measure: being taken advantage of by an insurer, and being taken advantage of by a lawyer.

Industry research shows PI clients want fast, empathetic, human responses — they often call ten firms before getting a single callback. Most PI marketing is generic and pushy. The room to differentiate by sounding like a human being is enormous.

Critical adaptation: never reference what specifically they viewed. Stay at the category level. The named sender should be a real attorney, not an intake coordinator.

MESSAGE 1 OF 4 / SEND WITHIN 4-24 HOURS

Message 1: The Honest Hello

Defuse the surveillance flinch. Name the attorney. Give one useful warning.

Subject: A note from [First Name] at [Firm]

I noticed you stopped by [Firm]'s site recently. You didn't fill out a form, and I want to respect that. People in your situation – dealing with an injury, maybe an insurance company, maybe both – have been pushed around enough already. The last thing you need is another aggressive pitch.

I'm [Name], an attorney at [Firm]. The single most useful thing I can tell someone in the first week or two after an injury is this: don't give a recorded statement to the other side's insurance company until you've talked to a lawyer. Not ours – any lawyer. Insurance adjusters are trained to ask questions in ways that minimize what you're owed, and anything you say in a recorded statement can be used against you later.

If you want, I'll send two or three more short notes over the next couple of weeks – each one about something specific that comes up in injury cases. They're not sales pitches. They're the things I wish every person walked into my office already knowing.

If this isn't useful, the unsubscribe link is at the bottom. I won't take it personally.

– [Name]

[Bar number, direct line, reply-to]

MESSAGE 2 OF 4 / SEND 3-4 DAYS LATER

Message 2: The Inside Knowledge

The costly signal: tell them how to maximize their case — even if they don't hire you.

Subject: The question that decides most injury cases (and it isn't fault)

[Name],

Following up from last week. If you're researching personal injury attorneys, you're probably wrestling with whether you have a case at all. Most people focus on fault — who caused the accident. That matters, but it isn't usually what decides the case.

The question that decides most cases is documentation. Specifically: did you go to a doctor, and is there a clear, continuous medical record connecting the injury to the accident? Cases with clean medical documentation often resolve in the client's favor even when fault is contested. Cases with gaps in treatment — even strong-fault cases — often get discounted by insurers and juries.

Here's the part I'd tell you over coffee, even if you never hire us: if you're more than a month out from your accident and haven't seen a doctor for ongoing symptoms, the value of any claim is dropping every week. Not because your pain isn't real — because the paper trail is what insurers pay on, and the paper trail is fading. If money is the reason you haven't gone, most clinics will treat on a lien (paid out of the settlement). A personal injury attorney can connect you to one in a phone call, and you don't have to hire that attorney to use the connection.

If you want a more complete picture, [Firm] put together a guide on what to do in the first 90 days after an injury. No form. It's at [link].

— [Name]

MESSAGE 3 OF 4 / SEND 5-7 DAYS LATER

Message 3: The Story

One real client, one moment of doubt, one outcome. The story does the work.

Subject: The client who almost settled for \$12,000

[Name],

Wanted to share a story.

A few years ago we had a client – I'll call her Diane – who came to us four months after a side-impact collision. Her insurance adjuster had offered her \$12,000 and was pushing her to accept it before she got an MRI. The adjuster told her, in writing, that getting the MRI would “delay the resolution of her claim.” Diane was a single mother, money was tight, and \$12,000 felt like a lot. She almost took it.

She came to us because her physical therapist – not a lawyer, a PT – told her something didn't feel right about the offer. We told her two things. First, the adjuster was wrong: she had every right to get the MRI before settling, and the insurer was legally required to leave the offer open. Second, we'd front the cost of the MRI ourselves and not charge her for it if she didn't end up hiring us.

The MRI showed a herniated disc that needed surgery. The case settled fourteen months later for a number that paid for the surgery, replaced two years of lost income, and left her with a meaningful amount on top.

I'm sharing this because the most expensive mistake injury victims make is believing the first number an adjuster offers is the real number. It almost never is. The reason the offer comes early is because the insurer knows what you don't yet – the case is worth more.

If you want to talk through your situation with someone, hit reply, or call my direct line at [number]. Fifteen minutes, no pressure, no hard sell. If we're not the right fit, I'll tell you who is. If you don't have a case worth pursuing, I'll tell you that too – it costs nothing to find out.

I'll send one more note and then leave you alone.

– [Name]

MESSAGE 4 OF 4 / SEND 5-7 DAYS LATER

Message 4: The Clean Close

Three options. The exit is graceful. The questions are theirs to use — with anyone.

Subject: Last note from me

[Name],

This is the last email I'll send unless you want to keep hearing from me. Three options:

If you want to talk to someone: Reply to this email, or call my direct line at [number]. The first conversation is free, takes about fifteen minutes, and doesn't commit you to anything. If you'd rather text, [number] reaches us too.

If you want to keep learning at your own pace: [Firm] sends one short, useful email a month — things like how to read an insurance settlement letter, how statutes of limitation work in [state], how to handle medical liens. No sales pitches. You can join at [link].

If [Firm] isn't right for you: That's fine. If you want, hit reply and tell me why — it genuinely helps us. And whoever you end up working with, three questions are worth asking before you sign: (1) what percentage of your fee comes off the top vs. after costs? (2) how many cases like mine has this specific attorney handled in the last two years? (3) will the attorney I'm meeting today be the attorney handling my case, or will it be passed to someone else? The answers tell you a lot.

Either way, I hope you get to a good outcome.

— [Name]

How to ship this

- **Replace the brackets.** [Firm], [Name], [state], [number], [link], [Bar number] — every placeholder filled, nothing left in template form.
- **Pick a real attorney as the sender.** Not an intake coordinator. Use their direct line and a reply-to email that reaches them, not a queue.
- **Render the body as plain text.** HTML email part, slightly large font (~16-17px), warmer-than-white background. Looks typed. Reads typed. People scan plain text differently.
- **Mind the cadence.** Message 1 within 4-24 hours. Message 2 at day 3-4. Message 3 at day 8-11. Message 4 at day 13-18. Then stop.
- **Honor the promise.** If you said “last email,” it's the last email. Reactance kills the relationship faster than silence.