

The Lead Reactivation Playbook for Personal Injury Firms

How to rebook the dead leads you already paid for, using a 10-touch sequence across AI voice, email, and text. The exact process, the timing, and the words. Steal all of it.

PLAYBOOK

The dream outcome

Picture your lead list from the last 18 months. Every name on it raised a hand once. They filled out a form, they called and hung up, they booked a consult and never showed, or they said "let me think about it" and went quiet. You already paid to get every one of those names. The marketing spend is gone whether you do anything or not.

Now picture a process that goes back through that whole list, talks to each person across the channels they actually answer, sorts the ready ones from the dead ones, and drops booked consultations onto your calendar. Cases you sign come from people you already bought, at close to zero new ad cost.

That is the outcome this playbook gives you. Not "more leads." More signed cases from the leads sitting in your CRM right now, gathering dust.

This document is the entire process we run. Read it, run it yourself, keep every dollar. If you would rather not, we will run it for you. More on that at the end. First, the work.

PLAYBOOK

Why this works (the money on the table)

Three facts about how law firms handle leads, and all three are working in your favor.

Fact 1: Most firms barely follow up at all. Only 33% of firms respond to emails from prospective clients, down from 40% in 2019, and only 40% answer the phone, down from 56% in 2019 (Clio 2024 Legal Trends Report). Industry estimates put the share of law-firm leads that get no follow-up at all between 35% and 50%. The bar is on the floor. Persistence alone beats most of your competitors.

Fact 2: The money is in the follow-up, not the first touch. Only about 25% of deals close on the first contact. Roughly half of the revenue shows up after the first conversation, in the follow-up window most firms never work. One firm that built a 90-day cadence on every unconverted lead reported that more than 40% of its booked consultations came from follow-ups, and that 75% of revenue landed after the first consultation (Rocket Clicks / Sterling Lawyers). The "no" you got months ago was usually a "not yet."

Fact 3: Reactivating a lead you own is far cheaper than buying a new one. The average personal injury firm pays around \$284 per lead, and Google Search leads can run \$442 each (First Page Sage, 2026; Rankings.io). A reactivated contact converts at roughly 10 to 25%, versus 3 to 8% for a cold lead (industry reactivation benchmarks), because these people already know who you are. You are not paying to find them again. They are already on your list.

Put those together. Half of your potential revenue lives in follow-up. Most firms never work it. And the people are already bought and paid for. That is the gap this playbook closes.

One more number that frames everything below. Leads contacted within 5 minutes are up to 21 times more likely to qualify than leads contacted after 30 minutes (Lead Response Management study, Dr. James Oldroyd, MIT Sloan). Speed is not just for fresh leads. When a dormant lead replies, the same clock starts. The sequence below is built so a real response gets answered fast, not three hours later.

The playbook: a 10-touch reactivation sequence

This is the actual sequence. Up to 10 touches over a maximum of 30 days, across AI voice call, email, and text.

The order matters: lead with channels people open, prove you are worth their attention before you ask for anything, and stop the moment someone says stop.

Ground rules that apply to every touch:

- **One person owns the list.** Replies get handled fast. A reply sitting overnight is a lost case.
- **Stop on any opt-out, immediately.** "Stop," "not interested," "remove me," wrong person. The sequence ends for that contact, on every channel.
- **Calls only between 8am and 9pm in the lead's local time.** Texts too. This is the TCPA safe window. More on compliance below.
- **Never more than 3 voice calls total**, spaced about 20 hours apart, so you are never the firm that called five times in a day.
- **The firm approves every script before anything goes out.** Your name, your reputation. You sign off first.
- **Every call gets a written summary** logged back to the sheet, so a human can pick up any warm reply with full context.

The copy below is real and usable. Tailor the firm name, the matter type, and the details. Keep the plain, human tone. Do not dress it up.

Touch 1: Text (Day 1)

Goal: Re-open the conversation in the channel people actually read. Text gets a near-98% open rate and most are read within 3 minutes (SMS benchmark data), versus roughly 20% for email. Start where you will be seen. No pitch, just a reason to reply.

Hi [First Name], this is [Firm Name] in [City]. You reached out to us a while back about [your accident / your case]. We never want to leave someone hanging. Are you still dealing with that, or did it get resolved?

Short. Names the firm and the city so it is not mistaken for spam. One question, easy to answer.

Touch 2: AI voice call, attempt 1 (Day 1, a few hours later)

Goal: Reach the ones who do not text back the same day. A live conversation qualifies a person in two minutes that email would take a week to surface. The AI identifies itself as an AI up front (required in California, and it builds trust everywhere).

"Hi, am I speaking with [First Name]? Great. I'm an AI assistant calling on behalf of [Firm Name]. I want to be upfront that I'm an automated assistant, not a person. You contacted the firm a while back about [your accident], and I'm just following up to see how you're doing with it. Is now an okay time for a quick minute?"

If yes, it asks two or three simple qualifying questions (what happened, when, has anyone signed you up yet) and offers to book a free consult with the firm. If no, it asks when is better and ends politely.

No answer: leave one short voicemail (see Touch 4 for voicemail handling), log the attempt, move on. Do not call again today.

Touch 3: Email (Day 2)

Goal: Give the people who did not pick up a low-pressure way to re-engage on their own time, with more room to explain what you do. Email is also where you put the details a text cannot hold.

Subject: Following up on your case, [First Name]

Hi [First Name],

You got in touch with [Firm Name] a while back about [your accident]. Things get busy and these things slip, so I wanted to check in.

If you are still dealing with it, we would be glad to take a look at no charge and tell you straight whether you have a case worth pursuing. No pressure either way.

Want me to set up a quick call with one of our attorneys? Just reply to this email or call us at [phone].

[Name]

[Firm Name]

[Physical address]

Reply STOP or click here to stop hearing from us.

Plain text beats a designed template here. It reads like a person wrote it, because a person should have.

Touch 4: AI voice call, attempt 2 (Day 3)

Goal: Persistence is where the cases are. Callback rates climb with each attempt: roughly 11% after the first voicemail, 22% after the second (sales voicemail data). Most people are not ignoring you, they just missed the first call. This is attempt 2 of a hard cap of 3, spaced about 20 hours from the last.

Same opener as Touch 2. If it goes to voicemail, leave a short one, under 20 seconds:

"Hi [First Name], this is an automated assistant calling for [Firm Name] about the accident you contacted us on. No rush, but we would like to help if you are still dealing with it. Call us back at [phone] anytime, or just reply to our text. Thanks."

Voicemail rule: leave one on the first attempt, one here, then stop leaving them. Two voicemails total across the whole sequence. More does not help and starts to annoy.

Touch 5: Text (Day 5)

Goal: A gentle nudge in the channel that converts best, now that they have heard from you a couple of times. Reference that you have been trying, lightly, then make replying effortless.

Hi [First Name], [Firm Name] again. We have tried to reach you a couple of times because we did not want your case to fall through the cracks. If you have two minutes this week, we can tell you for free whether it is worth pursuing. Want me to find a time?

Touch 6: Email with a real reason to act (Day 8)

Goal: Give them new information, not just another "checking in." For an injury matter, the honest, useful angle is the deadline. Statutes of limitations are real and most people do not know theirs. This is value, not pressure.

Subject: Quick heads up on your case timeline

Hi [First Name],

One thing worth knowing: personal injury claims have a filing deadline, and once it passes, the case is gone no matter how strong it was. A lot of people do not realize the clock is running.

I am not telling you this to rush you. I am telling you because if there is any chance you want to pursue this, it is worth a free, no-obligation look before that window closes.

Want me to set up a short call this week? Reply here or call [phone].

[Name], [Firm Name]

[Physical address]

Reply STOP to opt out.

This is the touch that moves fence-sitters, because it gives them a reason that is about them, not about you.

Touch 7: AI voice call, attempt 3, the final call (Day 11)

Goal: Last live attempt. The third voicemail lifts callback rates again (roughly 33% cumulative by the third message in sales data), but per our cap, you have already left two voicemails, so this one does not leave a third if it goes to machine. It connects or it does not.

Same warm opener. If a person picks up, this is the moment to book. The AI offers two concrete times:

"I have got the attorney free Thursday at 2 or Friday morning. Which works better for you?"

Two choices beats "when are you free." If no answer, log it, no voicemail, and let the channel rest. No more calls after this.

Touch 8: Text, the soft offer (Day 16)

Goal: People who have not booked yet may need one clear, concrete offer to tip over. Keep it specific and easy.

Hi [First Name], last thing from me on scheduling: we can do a free 15-minute case review by phone, no obligation, and you will know exactly where you stand. I have a couple of slots open this week. Want one?

Touch 9: Email, the value drop (Day 22)

Goal: For the ones who are just not ready to talk, leave them something useful so the relationship stays warm without pestering. Lead with help, not a pitch.

Subject: *In case it is useful*

Hi [First Name],

No ask here. I just wanted to leave you with a couple of things that help people in your situation, whether or not you ever work with us:

- 1. Keep every record. Medical bills, photos, anything from the other side or their insurer.*
- 2. Be careful what you sign. Insurance companies often offer fast, low settlements early.*
- 3. Know your deadline. Once the filing window closes, the claim is over.*

If you ever want a free look at your case, we are here. Reply anytime or call [phone].

[Name], [Firm Name]

[Physical address]

Reply STOP to opt out.

This touch costs you nothing and keeps you the firm they remember when they are finally ready.

Touch 10: Text, the honest close (Day 28)

Goal: Close the loop with dignity. Give them an easy exit and a clear door back in. A clean "breakup" message often gets the reply that nothing else did, because it removes all pressure.

Hi [First Name], I do not want to keep texting if the timing is not right, so this is my last one. If you ever want a free look at your case, just text this number back and we will pick it right up. Take care, [Firm Name].

If they reply at any point in these 28 days, the sequence stops and a person takes over. The whole machine exists to surface that one reply and hand it to a human fast.

The sequence at a glance

#	Day	Channel	Goal
1	1	Text	Re-open in the channel people read
2	1	AI voice (call 1)	Reach and qualify live
3	2	Email	Low-pressure re-engage with detail
4	3	AI voice (call 2)	Persistence, voicemail
5	5	Text	Light nudge, make replying easy
6	8	Email	New info: the filing deadline
7	11	AI voice (call 3)	Final call, book two specific times
8	16	Text	One concrete offer
9	22	Email	Pure value, stay warm
10	28	Text	Honest close, easy door back

Ten touches, three channels, 28 days, hard cap of 3 voice calls. Any reply ends the sequence and routes to a human. Any opt-out ends it permanently.

Common mistakes and the guardrails that prevent them

The sequence is the easy part. The mistakes below are what separate a reactivation campaign that books cases from one that gets your number flagged as spam and your firm name complained about. Each one has a guardrail.

Calling too much. The fastest way to torch a list is to call the same person five times in a day. It reads as desperate and it gets you blocked. Guardrail: a hard cap of 3 voice calls across the whole sequence, spaced about 20 hours apart. After three, the phone channel rests. Email and text carry the rest.

Leaving a voicemail on every call. More voicemails past two does not lift callbacks and starts to hurt your reply rate. Guardrail: two voicemails total, on the first and second call attempts, then none.

No-answer panic. A no-answer is not a no. It is a missed call. The data is clear that callbacks climb across attempts, so the fix is patience, not frequency. Guardrail: log every no-answer, wait the spacing window, try the next touch on a different channel before calling again.

The AI talking over the person. A voice agent that barrels through its script while a real human is trying to speak is worse than no call at all. It signals you do not care. Guardrail: the agent listens for the caller, stops when they start talking, and lets them finish before it responds. A call that feels like an interruption is a lost case.

Skipping the AI disclosure. California's bot-disclosure law (SB 1001) makes it unlawful to use a bot to push a sale or transaction with a person in California without disclosing it is a bot, and being upfront builds trust everywhere regardless of state. Guardrail: the AI says it is an AI in the first two sentences of every call. Always. No exceptions.

Ignoring calling windows. The TCPA sets the safe window for marketing calls and texts at 8am to 9pm in the recipient's local time, and some states are stricter (Florida and Oklahoma cut off at 8pm). A call at the wrong hour is both illegal and a guaranteed complaint. Guardrail: every call and text is gated to 8am to 9pm in the lead's local time zone, never your own.

Not scrubbing the Do Not Call list. Marketing calls to numbers on the National Do Not Call Registry are generally prohibited without an established relationship or prior written consent. Guardrail: scrub the list against the DNC registry before the sequence runs, and rely on the firm's existing relationship with leads who already contacted them.

Skipping opt-outs. Under CAN-SPAM, every marketing email needs a clear way to opt out, a valid physical address, and honest sender details, and opt-outs must be honored within ten business days. On text and voice, "stop" means stop, now. Guardrail: every email carries an opt-out and address, every channel honors a stop request immediately and permanently across all channels, and the contact is removed from the sequence the moment they ask.

No call summary. A voice call that books nothing and leaves no record is a wasted call. The next person who talks to that lead starts from zero, asks the same questions, and the lead feels like a number. Guardrail: every call gets a short written summary logged back to the sheet, so any warm reply gets picked up with full context.

No script approval. Outreach that goes out under your firm's name, that you never read, is a reputation risk you do not control. Guardrail: the firm approves every script before a single message ships. Your name, your call.

No rest period. Hammering a contact on three channels at once feels productive and reads as harassment. Guardrail: touches are spaced across 28 days, never stacked, with the channels alternating so no one feels chased.

PLAYBOOK

The honest close

This is exactly the process we run at BookedBack. The full sequence, the timing, the channels, the guardrails. Nothing held back.

You can take this playbook and run it yourself. If you have someone on staff who will own the list, work the replies fast, keep the calling windows clean, and stay on top of the compliance, you can absolutely do this in-house and

keep every dollar. That is a real option and we mean it.

If you would rather not build and babysit all of that, we will run it for you. BookedBack works your own lead list, new and old, across AI voice call, email, and text, qualifies the people, and books consultations straight onto your calendar. We are performance-based. Your first booked appointment is free, then it is \$50 to \$300 per booked appointment that actually shows up. A 100-lead pilot, nothing upfront, and you can cancel by text. We book the appointments. You sign the cases.

We give the whole playbook away because we only want to work with firms who actually need the help. If you read this and think "we have got this," good. Go run it. If you read this and think "I do not have the time or the team for this," that is exactly who we are for.

Want us to run it on your list? Tell us about your firm at **bookedback.ai/contact**.

Sources

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- First Page Sage, Average Personal Injury Cost Per Lead, 2026, firstpagesage.com
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- Rocket Clicks / Sterling Lawyers, law firm lead follow-up, rocketclicks.com
- SMS vs email open and response rate benchmarks, industry SMS marketing data
- Sales voicemail callback-rate data (11% / 22% / 33% by attempt)
- TCPA calling-hour and DNC guidance, ActiveProspect, FTC
- California SB 1001 (B.O.T. Act, bot disclosure), [leginfo.legislature.ca.gov](https://leginfo.ca.gov)
- CAN-SPAM Act compliance guide, Federal Trade Commission, ftc.gov

Want BookedBack to run this for you?

We run this exact process across AI voice, email, and iMessage on your own lead list. Your first booked appointment is free. After that you pay only when an appointment shows up, \$50 to \$300 each depending on volume. No software fee, no setup fee, cancel by text.

support@bookedback.ai | (408) 303-4093 | bookedback.ai/contact