

The Follow-Up Playbook for Personal Injury Firms

How to turn "maybe later" leads into booked consults without nagging

You already paid for these leads. The call that went to voicemail. The form fill at 11pm. The referral who said "let me think about it." Most of them are not dead. They got busy, they got scared, they called someone else first, or they just never got a second touch from you.

Here is the dream outcome: a steady stream of consults on your calendar that came from leads you already had, worked on a schedule, with copy you approved, without a single person on your team chasing anyone or a single prospect feeling hounded. The lead who ghosted you on Tuesday books a Saturday consult because touch number four landed at the right time with the right message.

This is the exact sequence we run for PI firms at BookedBack. It is yours to copy. Take the whole thing and run it in-house, or have us run it for you. We give it away because the firms who read a playbook this long and still do not want to build it themselves are exactly the firms we want to work with.

PLAYBOOK

Why follow-up wins, and why most firms lose the lead before it ever gets warm

The money is not in generating leads. It is in the second, third, and fifth touch that almost nobody sends. The data on this is brutal and consistent.

Nearly half of all sales reps give up after one attempt. SPOTIO's 2026 sales research found that roughly 44% of salespeople quit after a single follow-up, and 92% stop pursuing a prospect after hearing "no" four times. The catch: about 60% of buyers say "no" four times before they say "yes." Most people quit at the exact moment the lead was about to convert. ([SPOTIO](#))

Most sales need five or more touches. IRC Sales Solutions and decades of cross-checked market research both land on the same number: 80% of non-routine sales require at least five follow-up contacts after the first interaction. ([IRC Sales Solutions](#), [Marketing Donut](#)) Marketing Donut's own breakdown of who actually does it: 48% never follow up at all, 25% make a second contact and stop, 12% stop at three, and only 10% make more than three. The whole game is decided in the touches almost no one sends.

For law firms it is worse, because speed and persistence both fail. Industry research cited by legal-intake providers puts roughly 35% of law firm inquiries, phone and web combined, getting no response at all, and a large majority of personal injury leads lost to delayed or inadequate follow-up. ([Blazeo](#), [PinPoint Legal](#)) The average firm takes hours to respond to a new inquiry. A signed PI case is worth thousands in fee. A lead that never gets a fourth touch is a case your competitor signs.

Speed is half the battle, persistence is the other half. The InsideSales speed-to-lead study found leads contacted within five minutes are far more likely to convert than leads contacted even thirty minutes later, and the effect compounds: the first firm to respond signs a large share of the cases. ([Kixie](#), [PinPoint Legal](#)) But speed alone does not save the lead who did not pick up. That lead needs a sequence, not a single fast call.

The point is simple. The firms that win are not the ones with better leads. They are the ones who touch the lead five to twelve times, across more than one channel, on a schedule, while everyone else quit after the first voicemail.

THE PLAYBOOK: the multi-touch nurture sequence

This is a 30-day, multi-channel sequence. Up to ten touches across AI voice call, email, and text. It front-loads speed (because the first hour matters most), spaces out as the lead cools, mixes channels so no single one feels like nagging, and stops the moment the lead books, replies asking to stop, or goes fully cold.

Rules that hold the whole thing together:

- **Channel mix on purpose.** Phone gets the human answer. Text gets read fast: SMS open rates run around 98% and roughly 90% of texts are read within three minutes, versus a 10% response rate for email. ([OptiMonk](#)) Email carries the proof and the detail. Use each for what it does best.
- **Spacing widens as you go.** Tight at the start, looser later. Research on nurture cadence lands on 8 to 12 touches over two to four weeks as the workable range; you stay inside it. ([Apollo](#))
- **Voice calls cap at three, spaced about 20 hours apart.** Three real attempts at different times of day, never back-to-back.
- **Every message is different.** No copy-paste. Each touch adds a reason, answers an objection, or removes a risk.
- **TCPA windows only.** Calls and texts go out 8am to 9pm in the lead's local time, never outside it.
- **One "stop" ends everything.** Opt-out on any channel ends the whole sequence, immediately, across all channels.
- **Then they rest.** A lead who does not respond is not hammered. They go quiet, and you can re-approach with a fresh reason weeks later, not the next day.

Here is the full cadence. Adjust the copy to your firm and your case types. The structure holds.

Touch 1: AI voice call, within 5 minutes (or first daytime window)

Goal: catch them while the intent is hot. Speed is the single biggest lever you have.

"Hi, this is the team at [Firm Name] returning your message about your accident. I want to make sure you talk to one of our attorneys before any deadline passes. Do you have two minutes now, or is there a better time today I can get you on the calendar?"

If they pick up, qualify and book. If not, leave a short voicemail naming the firm and the reason, then move to touch 2.

Touch 2: Text, ~15 minutes after a missed call

Goal: land in the one channel they will actually read in the next three minutes.

"Hi [First Name], this is [Firm Name]. We just tried you about your accident claim. There can be deadlines on these, so we don't want you to miss out. Want me to set up a quick free consult with an attorney? Reply with a day that works and we'll lock it in. Reply STOP to opt out."

Touch 3: Email, ~2 hours later (same day)

Goal: carry the proof and the detail a text cannot, and give them a one-click way to book.

Subject: Your accident claim with [Firm Name]

Hi [First Name],

We got your inquiry and tried to reach you earlier today. A few things worth knowing before you decide anything:

- The first consultation is free, and there is no fee unless we win your case.*
- There are filing deadlines on injury claims, and they are easy to miss.*
- We have helped people in situations like yours recover [type of result your firm actually delivers].*

The fastest way to get answers is a short call with one of our attorneys. Book a time here: [calendar link]

If now is not the right time, just reply and tell us when is.

[Attorney / Intake Name], [Firm Name]

Touch 4: AI voice call, next day, different time of day (~20 hours after touch 1)

Goal: second real attempt at reaching a human, timed for when they might actually pick up.

"Hi [First Name], [Firm Name] following up on your accident claim. I know things get busy after an accident. The consult is free and takes about fifteen minutes. I have time tomorrow morning or afternoon. Which is easier for you?"

Touch 5: Text, day 3

Goal: remove the friction. Make booking a one-line reply.

"[First Name], still here whenever you're ready. No pressure. If it helps, I can just send you two times and you pick one. Want me to? Reply STOP to opt out."

Touch 6: Email, day 5 (value, not a chase)

Goal: give something useful so the follow-up earns its place in the inbox.

Subject: 3 things to do after an accident (before you talk to anyone)

Hi [First Name],

Whether or not you work with us, here is what protects your claim right now:

- 1. Get the medical records and keep every bill and receipt.*
- 2. Write down what happened while it is fresh, including dates and names.*
- 3. Be careful what you say to the other side's insurance company. They are not on your side.*

When you are ready to talk through your options, the consult is free and there is no fee unless we win. Book here whenever it suits you: [calendar link]

[Attorney / Intake Name], [Firm Name]

Touch 7: AI voice call, day 8, different time of day (third and final call)

Goal: last live attempt. Then voice rests for good on this lead.

"Hi [First Name], [Firm Name] one more time. I don't want to keep bothering you, so this is my last call. The free consult offer is still open if you want it. Reply to my text or book online anytime, and I'll get out of your way."

Touch 8: Text, day 12

Goal: short, light, easy yes.

"[First Name], checking in one last way. Still happy to set up that free consult if it would help. Just reply YES and I'll send times. Otherwise no worries at all. Reply STOP to opt out."

Touch 9: Email, day 20 (the soft close)

Goal: name that you are stepping back, which often pulls a reply on its own.

Subject: Closing your file for now

Hi [First Name],

I have reached out a few times and don't want to crowd your inbox, so I am going to stop following up for now. If your situation changes or you have questions about your claim, the free consult is here whenever you want it: [\[calendar link\]](#)

Wishing you a smooth recovery either way.

[Attorney / Intake Name], [Firm Name]

Touch 10: Optional re-approach, day 30 (only with a new reason)

Goal: one final touch, only if there is a genuine reason to reopen (a deadline approaching, a new result, a seasonal note). Never a copy of an earlier message.

"[First Name], quick note from [Firm Name]. There can be a hard deadline to file injury claims, and I didn't want yours to slip by without you knowing. If you want a free fifteen-minute call to find out where you stand, reply YES. If not, all good and I won't reach out again. Reply STOP to opt out."

After touch 10, the lead rests. No daily pings, no monthly drip that nobody asked for. If a real reason to reconnect shows up later, that is a fresh, approved sequence, not more of this one.

That is the whole machine. Ten touches, three channels, thirty days, front-loaded for speed, spaced so it never feels like nagging, and it stops the second the lead books or asks you to.

PLAYBOOK

Common mistakes and the guardrails that fix them

Most firms do not lose leads because the sequence is wrong. They lose them by breaking one of these.

Quitting after two tries. This is the big one. 80% of sales need five or more touches and most people stop at two. ([IRC Sales Solutions](#)) If your follow-up is a voicemail and one email, you are leaving most of your paid leads on the table. Guardrail: commit to the full sequence before you start, not touch by touch when you feel like it.

Spamming daily. The opposite failure. Three texts in one afternoon gets you blocked and reported, not booked. Guardrail: spacing widens as the sequence runs, voice calls cap at three spaced about 20 hours apart, and the whole thing is capped at roughly ten touches over 30 days.

Sending the same message every time. "Just following up" four times in a row trains the lead to ignore you.

Guardrail: every touch adds something new, a reason, an answer to an objection, a useful tip, or a removed risk. If a touch does not earn its place, cut it.

No value in the follow-up. Pure chasing reads as desperate. Guardrail: at least one touch in the sequence gives something useful whether or not they hire you (touch 6 above). Value buys you the right to keep showing up.

Talking over the caller. On a live call, the lead interrupting and the agent steamrolling on is how trust dies in the first ten seconds. Guardrail: the voice agent listens, pauses, and lets the person finish. A consult that starts with someone feeling heard books at a different rate than one that starts with a script being read at them.

Ignoring the compliance lines. This is not optional and it is not a footnote.

- **TCPA windows.** Calls and texts only between 8am and 9pm in the lead's local time. Never outside it.
- **DNC scrubs.** Numbers get scrubbed against do-not-call lists before anything goes out.
- **Opt-out ends it.** A "stop" on any channel ends the entire sequence everywhere, right away. No "one more email."
- **Frequency caps.** Hard cap on touches per lead, per channel, per window. The cap lives in the system, not in someone's memory.
- **CAN-SPAM on email.** Real sender, real reply-to, a working unsubscribe, no misleading subject lines.
- **California bot disclosure.** If an AI agent is doing the talking, it says so where the law requires it.

No script approval. Your name is on every message. Guardrail: the firm approves every script and template before a single touch goes out, and approves any change. Nothing ships in your voice that you have not signed off.

No call summary. A booked consult with no notes is half a handoff. Guardrail: every call writes a short summary back so the attorney walks in knowing the situation, not starting cold.

No rest period. Hammering a non-responder forever is how you become the firm people warn their friends about. Guardrail: non-responders rest after the sequence ends. Re-approach later only with a fresh, approved reason.

PLAYBOOK

The honest close

This is exactly the process we run at BookedBack. Not a watered-down version, the real one: the ten-touch sequence, the channel mix, the TCPA windows, the DNC scrubs, the approved scripts, the call summaries written back, the rest rules. All of it.

You can build it yourself with this playbook. A lot of firms will, and good. If you have the people and the patience to run a disciplined multi-channel sequence on every lead, do that.

If you would rather we run it on your own leads, that is what we do. Done for you, across AI voice call, email, and text. We qualify the lead, book the consult straight onto your calendar, and write the summary back so your attorney is ready. The first booked appointment is free. After that you pay per booked appointment that actually shows up, somewhere between \$50 and \$300 depending on your case types, nothing upfront, and you can cancel by text. We deliver booked, qualified leads on your calendar. You decide which ones become cases.

We give this playbook away because we only want to work with firms who genuinely need the help, not firms we have to convince. If this looks like work you would rather not own, tell us about your leads and we will show you what the sequence does with them.

See how it works for your firm: bookedback.ai/contact

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.

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