

# **5 “Hidden” Lead Generation Secrets 95% Of Personal Injury Attorneys Aren’t Using (And How You Can Start Today)**



**LEAD NEED**

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# INTRODUCTION

Ten seconds.

In the time it took you to read those words, another one of the 6 million annual car collisions happened...there should be plenty of Personal Injury leads to go around, right?

Sometimes, but there's a problem.

Most PI Law Firms struggle to find consistent, qualified, and high-value leads...and often, when they do, they cost a small fortune.

(Not to mention, there are over 94,233 PI Lawyers in America today all competing for the same pie.<sup>1</sup>)

As we all know, leads are the lifeblood of *any* thriving PI Law Practice.

But too often, law firms are using worn-out tactics that lead to frustration and the nagging feeling you didn't become a lawyer to spend all of your time learning how to "hack" marketing.

But you've heard this before, right?

I'll take a guess that you "tried" some methods that cost an arm and a leg and produced dismal results:

- **Pricey Agencies.** Sure, they talked a big game with fancy branding, but there was minimal ROI that *actually* led to signing contracts with new clients.
- **TV Advertising.** The bread and butter of mass media has lost relevance in the digital world, and yet is a surprisingly common choice for larger law firms.
- **Local Billboards.** It's fun to see your face driving down the highway, but spending as much as \$8,000 to \$25,000 per month with **zero ability** to track leads isn't a strategy (it's more of a spray and pray method).

<sup>1</sup> Source: Personal Injury Lawyers & Attorneys in the US – IBIS World Industry Statistics

In this eBook, you're going to learn why most PI firms are going about lead generation all wrong...simply copying what the firm down the street is doing.

And yet, there's a goldmine of leads for those who are willing to zig when everyone else is zagging.

Let's dive in...



## Secret No. 1:

### Adopt the Purple Cow Mentality

If every other law firm takes the same set of actions, be willing to go *against* the masses.

In other words, adopt the **Purple Cow** mentality.

This phrase was initially coined by marketing expert Seth Godin, who emphasizes the mindset of being different.

Why does this matter?

Personal Injury leads are *highly* competitive, and when everyone goes fishing in the same exact pond...

Well, good luck with that.

Now, don't mistake this first secret as some fluff mindset hack: it takes courage to be different:

- **Go against the grain.** You don't want your law firm to be exactly like everyone else's, right? So instead, choose to be different.
- **Fish where no one else is.** There's nothing worse than fishing in a small pond with thousands of others...use the Blue Ocean strategy to tap into the endless opportunities.
- **Re-imagine your client experience.** We'll explore this below, but too many firms get locked into one part of their prospect's experience, woefully ignoring 80% to 90% of what happens prior.

Take a moment to think of your law firm's lead generation efforts:

- What's unique about them?
- Where can you be more creative?
- Where are you missing wide-open shots?



## KEY INSIGHT #1

Don't be "another" firm...be **the** firm. No need to complicate this; it's a matter of looking at what everyone else in the niche is doing and being open to not only thinking outside the box but *acting* outside of it.



## Secret No. 2:

### Don't (Only) Focus On Hyper Competitive Keywords

Take a look at the keywords below. What do you see?

RANK	KEYWORD	GEO AREA	CPC
1	best mesothelioma lawyer	No Geo	\$935.71
2	dallas truck accident lawyer	Texas	\$425.70
3	truck accident lawyer houston	Texas	\$411.04
4	louisville car accident lawyer	Kentucky	\$393.79
5	houston 18 wheeler accident lawyer	Texas	\$388.84
6	are personal injury settlements taxable	No Geo	\$377.70
7	baltimore auto accident lawyer	Maryland	\$361.34
8	accident lawyer sacramento	California	\$358.11
9	car accident lawyer phoenix	Arizona	\$358.03
10	car accident lawyers los angeles	California	\$350.42
11	phoenix accident lawyer	Arizona	\$348.78

Mind you, these are not **Cost Per Acquisition**, these are cost per *click*.

While 95% of firms will focus on harnessing the keywords above, they're hoping for these cases to turn into large settlements.

But "hope" and "strategy" don't go well together, do they?

Often, this is where law firms like yours can fall into the trap of overspending for already ballooned-up keywords, only to continue to drive the price up. In essence, it becomes a world where a lack of supply drives up demand, and the cycle never seems to end.

Clearly, there's a problem...

Because the best case scenario is your firm acquires these leads, and hopes for high-profile settlement cases, albeit eating away at your profit margin.

Worst case scenario: you're wasting precious resources, assets, and cold-hard cash on only one lead generation tactic, while **your competition** does the same exact thing.

### KEY INSIGHT #2

Instead of chasing the high-priced keywords every other PI law firm is going after, be willing to dig deeper into targeted keywords during other parts of your prospect's experience.





## Secret No. 3:

### Imagine the *Entire* Customer Experience (And Get In Cheap)

Most law firms focus their marketing efforts on a tiny window of their prospect and customer's life cycle – **the desperation moment when they pick up the phone or complete an online consult.**

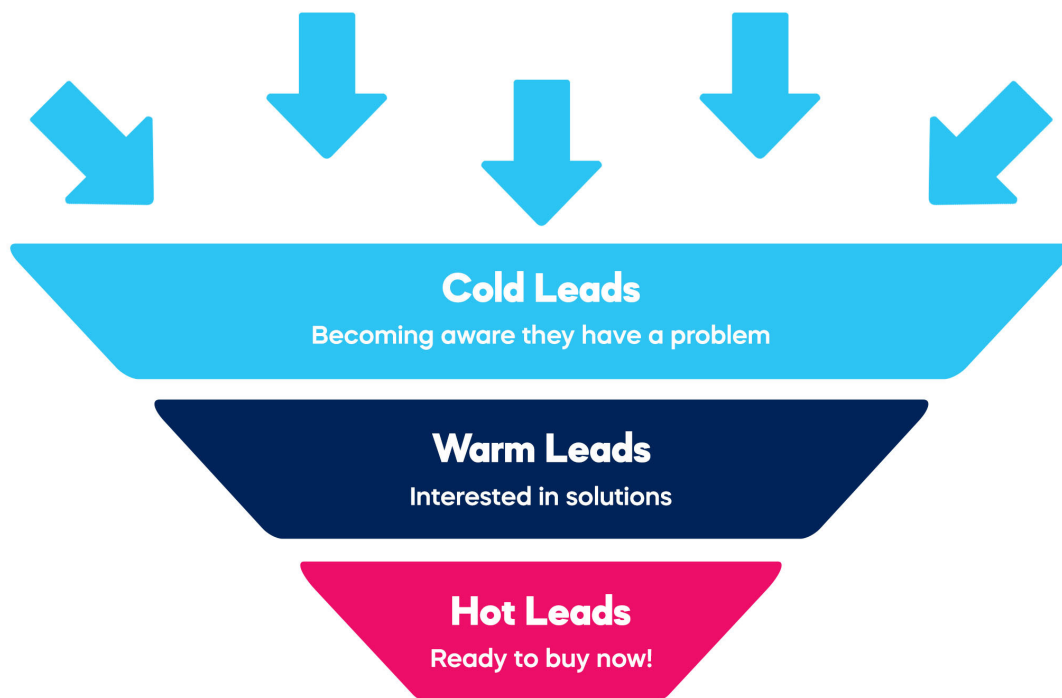
However, this is a massive mistake.

Why? Because this window represents only **5% to 10%** of your prospect pool at best.

This means there's an entire swath of leads that go unattended simply because law firms didn't take the initiative to think about the entire life cycle from start to finish.

Take a look at the pyramid below.

*[Visual showcasing how piping hot leads are 5% to 10%, then the rest of them.]*



Most firms usually present **one action** their prospects should take upon landing on their website: inquire now, call for a consultation, fill out this form.

Again, these actions will only be made by 5% to 10% of prospects who've reached the top of the pyramid as shown above.

But what about the other 80% to 90%?

They've still been involved in an accident, and are potentially excellent cases for your firm, but they need to be educated, nudged, and compelled with specific messaging and targeting that *doesn't* feel like marketing.

### KEY INSIGHT #3

Imagine your entire prospect's lifecycle, and in particular, the most underserved early stages where they're unsure of next steps and gathering information – determine where your firm can meet them where they are.



## Secret No. 4:

# Harness the Underrated Power of Education-Based Nurturing

Nurturing leads is a superpower.

But often, the word "nurture" and "attorney" don't go together as firms want to get their leads in as fast as possible.

Success loves speed, as the adage goes.

And we get it, but here's the truth:

Your ability to nurture leads through an educational-based marketing process that makes you the authority *and* compels urgency will determine your level of sustainable success.

What is educational-based marketing?

It's about sharing high-value, relevant insights that *help*, educate, and move your prospects along the lead-generation pyramid.

*NOTE: Don't be the law firm that thinks academic papers, journal writing, or legal jargon works as "education-based" marketing. In fact, it does more harm than good!*

Ultimately, the goal is to move your prospects along the stages below:

- **The "Unknown" Stage**

Where most of your leads live: they've been in an accident but lack urgency and are confused about the process. They don't know who you are, and/or how you can help them.

- **The "Thinking About" Stage**

Your prospects *know* about their problem, have considered solutions like yours... but need a compelling reason to act. Without urgency, nothing happens.

- **The “Urgency” Stage**

This is what marketer Gary Halbert once called the "bleeding neck" problem: where urgency is at an all-time high, and they *can't* get to you fast enough.

When you nurture leads, you move them from Stage I, which is where 70% of them are, into Stage II. At the same time, you're compelling those in Stage II with urgency to move quickly into Stage III.

Remember: Each of these stages requires a different form of communication.

Otherwise, your law firm loses trust: if you communicate to those in the first stage with language and actions from the last stage, they'll feel pressured.

Conversely, if you speak to those in the last stage as if they're wandering, they'll choose your competition.

#### KEY INSIGHT #4

Take inventory of your Personal Injury Law Firm's current nurturing practices when it comes to prospects at different stages. Is there any differentiation? If yes, how do you deploy it and what's one way you can communicate to the right prospects at the right time?

## Secret No. 5:

### Those Who Obsessively Track...Rightfully Win

The **80/20** Rule rears its head yet again.

You've heard it before, but there's a reason why it comes up often: it's as close to a universal law as gravity.

However, the rule's potency only happens once it's applied.

If **20% of your marketing efforts generate 80% of your results**, knowing what to track, when to track, and how to track becomes your firm's ultimate competitive advantage.



However...

And it's a big *however* because most PI Law Firms aren't using real-time, accountability marketing that allows them to track their efforts, including:

- Leads Generated
- Cost Per Click
- Cost Per Initial Consultation
- Cost Per Client Acquisition
- Interactions Garnered
- Drop-off Points

For example, you should know:

- If you spend \$292.50 on digital media, you'll get **two** appointments with a prospective client
- If you spend 6.5 hours on strategic alliances and local networking, you'll generate **four** referrals
- Your average Cost Per Client Acquisition is \$1,315 compared to 6 months ago at \$1,789

If you do this right, whether on your own or with a lead provider, you should be able to access live data to monitor the progress of your campaign, receive monthly reports, and have a snapshot of what's happening in real-time.

**Otherwise, you're merely guessing** (and that never ends well).

Or, you're relying on a questionable third-party whose sales pitch and best interests are about giving you *quantity* of numbers (i.e., more leads, emails, and phone calls) without focusing on *quality* (i.e., qualification status, case potential, closed deals, etc.)

## KEY INSIGHT #5

Many PI Law Firms understand why tracking their marketing has endless benefits, yet most rarely do. Instead, identify what marketing KPIs matter most to your firm, and start tracking each conversion metric.

## Why Accident Reports Are A Lead Generation "Goldmine"

Using any of these secrets above means you'll attract more leads with less spend and develop ongoing campaigns that turn strangers into prospects...and prospects into paying clients with the potential of high settlements.

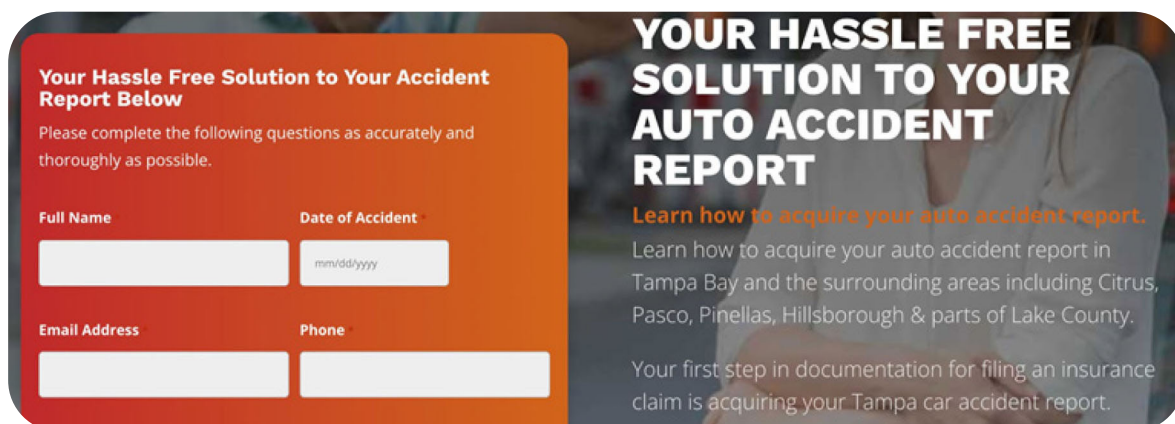
However, continuing to chase leads by simply paying more than the firm next door isn't a recipe for long-term success.

**In fact, it's how your PI Law Firm blends in with everyone else.**

So, what's the solution?

At Lead Need, we help you generate high-quality leads using a "little-known" tactic that allows you to meet prospects where they are, generate instant trust and rapport, all while boosting urgency.

Here's an example of what we build for potential clients like you to help them attract quality leads through Accident Reports.



The image shows a digital form for generating accident reports. On the left, an orange box contains the text "Your Hassle Free Solution to Your Accident Report Below" and "Please complete the following questions as accurately and thoroughly as possible." Below this are four input fields: "Full Name", "Date of Accident" (with a date format hint "mm/dd/yyyy"), "Email Address", and "Phone". On the right, a dark grey box features the heading "YOUR HASSLE FREE SOLUTION TO YOUR AUTO ACCIDENT REPORT" in white. Below the heading, it says "Learn how to acquire your auto accident report." and provides details about the service area (Tampa Bay and surrounding areas) and the importance of the report for insurance claims.

How does it work?

We build your PI Law Firm a custom, conversion-focused landing page unique and exclusive to your area on a first-come, first-serve basis. These local prospects are targeted to obtain their accident report: **a high-value, and 100% relevant offer.**

(Remember what we said about education-based nurturing earlier.)

The result? You're competing where no one else is and generating high-quality leads at the **lowest** possible rate.

### BONUS KEY INSIGHT

Develop a high-value, targeted, and 100% offer to your local area's prospect pool that doesn't involve the urgency of getting started now. This way, you stand out from the pack and get in your prospect's heads *before* they're ready to make a choice.



## Book Your Discovery Call & Stand Out From the Pack

Unlike countless lead generation companies, we don't see our clients as numbers or re-sell them old lists. In fact, our client-centered, quality-first strategy means you only get curated leads delivered right to your inbox, text, or CRM...never simply quantity for the sake of numbers.

Oftentimes, PI law firms will use our boutique services as an add-on to other lead generation efforts. As such, Lead Need delivers a hands-on approach so your firm can focus on what it does best. Best of all, you get 100% exclusivity in your region using our proprietary method.

In fact, here's a snapshot for our recent campaigns. We have helped law firms while guaranteeing 8 to 10 "yes" leads per million people targeted. But truth be told, our data confirms we generate 18 to 20 "yes" leads per million per month. These are ready-to-close, qualified, and sent your way.

Total Spend	Total Leads	Total Yes Leads	Yes Lead	Conversion	Cost per Conversion (\$)
\$494,415	12,331	6,343	57	277	\$1,784.89

Remember: target areas are claimed on a **first-come, first-serve basis**.

Don't wait to check your local area...





Thank you so much for taking the time to read this value-packed eBook!

We hope you'll implement what you learned from these 5 hidden lead generation secrets so you can start standing out from your competition.

As a gesture of appreciation, we'd like to invite you to book a 100% FREE no-obligation discovery call with one of our experts and see how we can help you generate premium quality leads for your law firm.

Simply click the button below now to take advantage of this limited-time offer:

 [Click Here To Book Your Discovery Call Now](#)

