FREE 90-DAY PLAN FOR SMALL PI FIRMS

Sign More PI Cases Without a Big-Firm Budget

The 16 budget-friendly strategies from our guide, sorted by cost and when to start, with the intake and referral scripts to put them to work.

16	90	$0
STRATEGIES SORTED	DAYS, 3 PHASES	TO START

What's inside

2 **How this works** · phases, rules, weekly habits

3 **The strategy matrix** · all 16, their cost and when to start

4 **Days 1-60 checklists** · get found, then build trust and referrals

5 **Days 61-90 + mistakes to avoid** · show up and measure

6 **Ready scripts** · intake call, attorney, chiropractor, past client

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START HERE

Spend Smart, Not More

Small PI firms spend around $3,000 to $15,000 a month on marketing. You won't outspend the big firms, so this plan puts every dollar and hour where small firms win: local search, fast response and referrals.

DAYS 1-30
Get found and answer fast

DAYS 31-60
Build trust and referrals

DAYS 61-90
Show up and measure

1

Answer within 5 minutes

The client picked you first. A slow callback can drop your conversion rate by 80%.

2

One free, one paid

Master one free channel, like GBP, and one paid channel before adding more.

3

Bar rules first

Ads, case results and referral deals all follow your state bar's rules.

ATT Attorney: _____ INT Intake / paralegal: _____

WEEKLY HABITS · START DAY 1, NEVER STOP

- [ ] Call back every new lead within 5 minutes
- [ ] Post one GBP update or safety tip
- [ ] Make one referral touch: attorney, chiro or client
- [ ] Reply to every new review
- [ ] Record one 60-second answer video
- [ ] Log where every new case came from

YOUR STARTING NUMBERS · COMPARE ON DAY 90

CONSULT REQUESTS/MO	SIGNED CASES/MO	AVG RESPONSE TIME	GBP CALLS/MO

THE 16 STRATEGIES

What Each One Costs and When to Start

Costs come from our guide. The numbers in the first column match the strategy numbers in the article.

#	STRATEGY	COST (FROM OUR GUIDE)	TYPE
START IN DAYS 1-30			
1	Claim and optimize your GBP	Free	Online
3	Free directory profiles	Free	Online
11	Network with associations	$100-500 a year	Offline
START IN DAYS 31-60			
2	Local SEO	$1,500-3,000 a month	Online
4	DIY landing pages	$50-200 a month	Online
5	Case studies (with consent)	Free	Online
12	Attorney referrals	Free, plus coffee	Referral
13	Chiropractor network	Free	Referral
14	Past client referrals	Free	Referral
START IN DAYS 61-90			
6	Write for a local e-newspaper	Free	Online
7	Answer questions on TikTok and Meta	Free (organic)	Online
8	Online communities (Reddit, Quora)	Free	Online
9	YouTube ads on a small budget	$100-150 a week	Paid
10	Local presence and talks	Low	Offline
15	Utility-based client appreciation	Low, nominal items	Referral
16	DIY newsletter	Free tools	Referral

BIG FIRMS

Monthly budget $40,000 to $150,000+ · Cost per lead $400-600+ · Cost per signed case $3,000-4,000+

SMALL FIRMS

Monthly budget $3,000 to $15,000 · Cost per lead $150-300 · Cost per signed case $1,500-2,500

DAYS 1-60

Get Found, Then Build Referrals

The tag on each row is the strategy number from the matrix on page 3.

DAYS 1-30
Get found and answer fast

Free to start

☐ Claim and verify GBP	Real legal name, no keywords added	#1
☐ Set your categories	Primary: personal injury attorney, plus car accident, trial	#1
☐ Write the description	750 characters with your main injury practice areas	#1
☐ Fill free directories	Yelp, Justia, FindLaw, Avvo: same NAP, every field	#3
☐ Set the 5-minute rule	One owner for every call and form, script on page 6	INT
☐ Start a source log	Note where every call and form came from	INT
☐ Join local associations	Local bar, young lawyers group, legal institutes	#11

DAYS 31-60
Build trust and referrals

Warm leads convert better

☐ Build landing pages	One per case type: truck, bike, wrongful death	#4
☐ Add attorney profiles	One page per associate with their practice area	#4
☐ Publish one case study	Written consent first, names and dates removed	#5
☐ Contact 3 attorneys	Offer to swap cases you don't take, email on page 6	#12
☐ Meet 3 chiropractors	Offer lien tracking and quick payouts, page 6	#13
☐ Thank past clients	Post-settlement note by email or text, page 6	#14
☐ Start local SEO	Agency or in-house, mobile tap-to-call on every page	#2

DAYS 61-90

Show Up and Measure

Now add the channels that build reach, and find out what is actually signing cases.

DAYS 61-90

Show up and measure

Keep what signs cases

☐ One answer video a week	60 seconds on TikTok or Reels, end with your number	#7
☐ Answer 3 questions a week	Accident and injury threads on Reddit and Quora	#8
☐ Test YouTube ads	$100-150 a week, or Shorts and Reels for less	#9
☐ Pitch one guest column	Local e-newspaper: crash trends, safety rules	#6
☐ Book one community talk	"Know your rights" at a community center or union hall	#10
☐ Start a newsletter	Tips and updates for clients and referral sources	#16
☐ Day 90 review	Signed cases by source: double down, cut the rest	ATT

5 MISTAKES THAT WASTE A SMALL FIRM'S BUDGET

Slow speed-to-lead	Call back within 5 minutes, max.
Too many channels at once	One free channel and one paid channel, mastered.
Ignoring the Map Pack	Without it you're invisible to emergency searches.
Bidding on broad keywords	Use "[Neighborhood] personal injury lawyer" instead of "car accident lawyer".
Letting referrals go cold	Past clients and chiropractors are your highest-ROI assets.

READY SCRIPTS

Say It the Same Way Every Time

Fill the brackets, keep the tone, and check any referral arrangement against your state bar rules.

INTAKE CALL · WITHIN 5 MINUTES

"Hi [Name], this is [your name] from [Firm]. You reached out about [accident type]. First, are you safe and getting medical care?"

Then ask: When and where did it happen? Were you hurt, and have you seen a doctor? Was a police report filed? Have you spoken to any insurance company?

"Thank you. The next step is a free consultation with [Attorney]. Can you meet [day and time]?"

ATTORNEY REFERRAL EMAIL

"Hi [Name], I'm [Name] at [Firm], focused on [PI area] in [City]. We sometimes get calls outside our practice, like [practice area], and I'd like to send them to someone I trust. If you get injury calls you don't take, I'd be glad to help those clients. Coffee next week?"

Any fee arrangement follows your state bar's rules.

CHIROPRACTOR INTRO

"Hi Dr. [Name], I'm [Name], a personal injury attorney in [City]. Many of your patients treat on a lien while their case is pending. When they're our clients, we track your lien and make sure you're paid promptly when the case settles. If a patient asks you for a lawyer, we'd be glad to help. Could I stop by for 10 minutes next week?"

PAST CLIENT THANK-YOU

"Hi [Name], now that your case is closed, I wanted to say thank you for trusting us. I hope you're feeling better every day. If you or someone you know ever needs help after an accident, I'm a call away at [phone]."

Send by email or text after settlement.

YOUR DAY 90 NUMBERS · COMPARE WITH PAGE 2

CONSULT REQUESTS/MO	SIGNED CASES/MO	AVG RESPONSE TIME	GBP CALLS/MO

REAL RESULT

A Pexnet law firm client grew from 0 to 5,000+ monthly website visitors in 6 months.

Want a team to run the local SEO side?

Get a free audit. We'll show where your firm stands in the Map Pack and which fix brings the most signed cases first.

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General marketing guidance, not legal or ethics advice. Check your state bar's advertising, solicitation and referral rules before you use any of this.