

What the Heck do I Say?

LegalMatch Intro to Attorney Scripts

You may have said to yourself at some point – ‘I’m an attorney, not a salesperson!’ If you have, we want you to know that you are not alone. At LegalMatch, we are here to help!

Below are some suggestions to use when contacting a client. As we’ve mentioned in your Product Orientation, we suggest that you call, text and email the client **EVERY DAY FOR THREE DAYS**. Also, remember to call the case **WITHIN 10 MINUTES OF IT ARRIVING IN YOUR LEGALMATCH INBOX**.

Text Messages

Text messages are a convenient way to communicate with a client. We suggest using **GOOGLE VOICE** to send text messages to clients. Here is an example:

This is (ATTORNEY NAME), Attorney. I saw your case on Legal Match and I’m interested in speaking with you. Please contact me at (PHONE NUMBER). I offer a complementary 30 minute consultation. Looking forward to hearing from you.

Call Script

Client call script to leave a message:

What gets the accounts? **CALLING THE CLIENT**. More than any other form of communication, calling the client is what gets your phone ringing. Here is an example:

"Hi (CLIENT NAME) My name is (ATTORNEY NAME), and I’m an attorney. I’m calling regarding the case you posted to the Legal Match website. I’m interested in speaking with you about your case, so please call me at (PHONE NUMBER). I offer a complementary 30 minute consultation. Looking forward to hearing from you.

Client call script when client answers:

"Hi (CLIENT NAME). I’m (ATTORNEY NAME) and I’m calling regarding the case you posted on the LegalMatch website. Have you found someone to help you with your case?"

Outlook Email

Following up with an Outlook message from your personal email is another powerful form of communication. When sending an email in Outlook, below is an example of what to send:

Hi (CLIENT NAME) -

My name is (ATTORNEY NAME), and located in (LOCATION). I saw your case on the LegalMatch website and I'm interested in speaking with you.

At your earliest convenience, can you please give me a call:

*(ATTORNEY NAME)
(PHONE NUMBER).
(ATTORNEY EMAIL)*

I offer a complementary 30 minute consultation.

Looking forward to hearing from you soon.

Sincerely,

Case Notes are Important Too

As mentioned, when we contact a client, we call them, text them and email them. After this is completed, it's important to document all communication with the client in the LegalMatch portal. If you do this, you'll never forget how many times you've reached out.

Once we call, text and email, here is a sample of the notes that you may add:

"Called, texted and emailed – SLK"

I also cut and paste the email that I sent in my Outlook in the notes section of the case.

Professional communication is one of the keys to success with the LegalMatch system. Be sure to proof-read all client communication prior to sending.

Contact us

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