

A FREE FIELD GUIDE FOR PERSONAL-INJURY FIRMS

The **Unstoppable** Case Machine

How AI turns the leads you're *already losing* into signed cases —
the exact system we built after working thousands of PI leads.

By **Brandon Ostfeld & David Jaeger** · CasesDaily.com · No gate, no catch. Steal any of it.

The quiet leak in almost every firm

Here's the pattern we saw over and over. A firm buys leads. The good ones who *call* get worked. Everyone else — the form-fills, the after-hours submits, the "just looking" — sits in a spreadsheet and slowly dies. Most firms can only really handle **inbound calls**, which quietly shuts them off from the most profitable channel they have: the leads that don't call first.

Your big competitors aren't smarter. They're just working every single lead, twice a day, for two weeks — while yours go cold after one missed call.

The firms cranking case volume are spending the same money on the same vendors you are. The difference is what happens in the **14 days after a lead comes in**. This guide is that 14 days.

We didn't theorize this — we lived it. We've worked thousands and thousands of MVA leads ourselves, and handed the *exact same leads* to dozens of firms. What shocked us: some firms signed those leads in the **12% range**, while others called the identical leads "garbage." Same leads, same market, wildly different results. The only variable was what happened in the days after the lead came in. That gap is the entire opportunity — and it's exactly what the machine closes.

~50%

of leads go to the firm that responds first

5+

touches before most leads convert — most firms quit at 1–2

Days 4–14

where the cases you're missing actually get booked

How the machine works

Every new lead gets contacted **twice a day — once in the morning, once in the afternoon — every day for 14 days**. Two touches a day, fourteen days, roughly 25+ chances to turn a cold form-fill into a booked consult. It's all run by an **AI agent** over text, trained on your firm — so nobody on your team ever grinds the phones.

It's not spam. Each touch changes the angle, so it reads like a persistent, human follow-up — not a broken record. (The angles are the secret sauce; see the library below.)

WINDOW	WHAT HAPPENS	GOAL
MINUTE 1	Instant text the second the lead comes in	Beat every other firm to the reply
DAYS 1-3	Several "new lead" touches, warm and fast	Start a real conversation
DAYS 4-14	The Chase: AM + PM daily, rotating angles	Book the consult (this is where the volume is)
ON BOOKING	Confirmations at 1 week / 3 days / 1 day / day-of	Kill no-shows before they happen
NO-SHOW	Auto-reschedule up to 2×, then back to the chase	Recover the case, don't lose it

7 things we learned the hard way

1 Speed is the whole ballgame

Lead value decays by the minute. A lead worked in the first 60 seconds converts multiples higher than one worked an hour later. If you do one thing, make the **first touch instant** — even at 11pm.

Why: you're often the only firm that replied before they filled out the next three forms.

2 Text before you call

Nobody answers an unknown number anymore. A short, human **text first** warms them up, gets a reply, and earns the right to call. Lead with the channel they'll actually respond on.

Why: a text is a 2-second yes/no; a cold call is a commitment they'll dodge.

3 Don't quit at day 3

Most firms send two follow-ups and give up. **The cases are in days 4–14.** The lead who ignored you Monday books Thursday of week two — their pain got worse, or the other firm ghosted them.

Why: intent isn't fixed — it climbs. You just have to still be there when it peaks.

4 Change the angle every time

"Just following up" 20 times gets you blocked. **Rotate the reason** — a question, reassurance, what their case is worth, a way to book. Variety keeps it feeling like a person. (Full angle library below.)

Why: each new angle gives a different reason to reply — you only need one to land.

5 Give options, then book on their calendar

Don't ask "when works for you?" — that's homework. **Offer two or three specific times** and let them tap one. Less friction between "interested" and "booked" = more consults.

Why: a choice between two options is easy; an open-ended one gets postponed forever.

6 Treat a no-show as a reschedule, not a loss

A missed consult isn't a dead lead — it's a scheduling problem. **Auto-reach out, offer new times, twice.** If they still don't rebook, drop them back into the chase.

Why: most no-shows aren't "no" — they're "not that exact moment."

7 Make it automatic, or it won't happen

Twice a day for 14 days across every lead is impossible by hand — which is exactly why firms don't do it. **The cadence only works if a system runs it**, so your intake team can spend the day on people who are ready to sign.

Why: consistency beats intensity, and only automation is consistent.

THE ANGLE LIBRARY

12 angles that get accident victims to respond

This is what actually goes *inside* the machine. Instead of "checking in," each touch leads with something the victim genuinely cares about. Rotate these across the two weeks and the follow-up never feels repetitive — it feels like a firm that gets it.

01

Zero out-of-pocket treatment

Get care now, \$0 upfront — costs come out of the settlement. Removes the #1 fear: money.

02

The insurance company isn't your friend

Adjusters are trained to pay you as little as possible. Reframes who's actually on their side.

03

Never accept the first offer

The first number is almost always a lowball. Gives them a concrete reason to talk to a pro.

04

We'll pull your accident report

We'll obtain your police report for you — one less thing to chase. Tangible free help builds trust.

05

Know what your case is really worth

Most people badly undervalue their own claim. Curiosity plus upside gets the reply.

06

Car totaled? We handle property damage

Help getting your car fixed and a rental sorted — the practical stuff stressing them today.

07

The clock is ticking

Evidence fades and legal deadlines are real. Honest urgency, no fake pressure.

08

Don't give a recorded statement alone

Insurers use your words to shrink your payout. Protection angle — fear plus a fix.

09

Gaps in treatment cost you later

Skipping care now weakens your claim. A genuine nudge to act, framed around their benefit.

10

Drowning in medical bills?

There are ways to manage bills while your case resolves. Immediate relief for real pain.

11

It's not just medical bills

Lost wages, pain, and suffering count too. Surfaces value they didn't know they had.

12

No win, no fee

You pay nothing unless we win for you. Total risk reversal — the easiest yes in the sequence.

💡 **The trick isn't any one angle — it's the rotation.** The AI reads how a lead responds and leans into what lands (money, fear, urgency, or convenience), so every message feels chosen for them, not blasted at them.

Want to build this on your own?

Genuinely — take it. Wire an instant-text trigger, write ~25 rotating messages across two weeks using the angles above, connect your calendar for one-tap booking, and add reschedule logic for no-shows. It works in most CRMs and it'll make you money whether or not you ever talk to us.

- Start with the instant first-touch — the single highest-ROI change.
- Write for the ear: short, human, one idea per message.
- Track reply rate by day and you'll see the days-4–14 lift yourself.

IF YOU'D RATHER NOT BUILD IT

We'll stand up your Unstoppable Case Machine in a few days — trained on your firm.

We turned this into a done-for-you system that runs inside your CRM (GoHighLevel), writes all the messaging for your firm from a short intake form, and books consults on your calendar automatically. No new hires, no grinding the phones. And if you want, we'll feed it with exclusive PI leads too — so there's always something for it to convert.

[See it in action →](#)

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