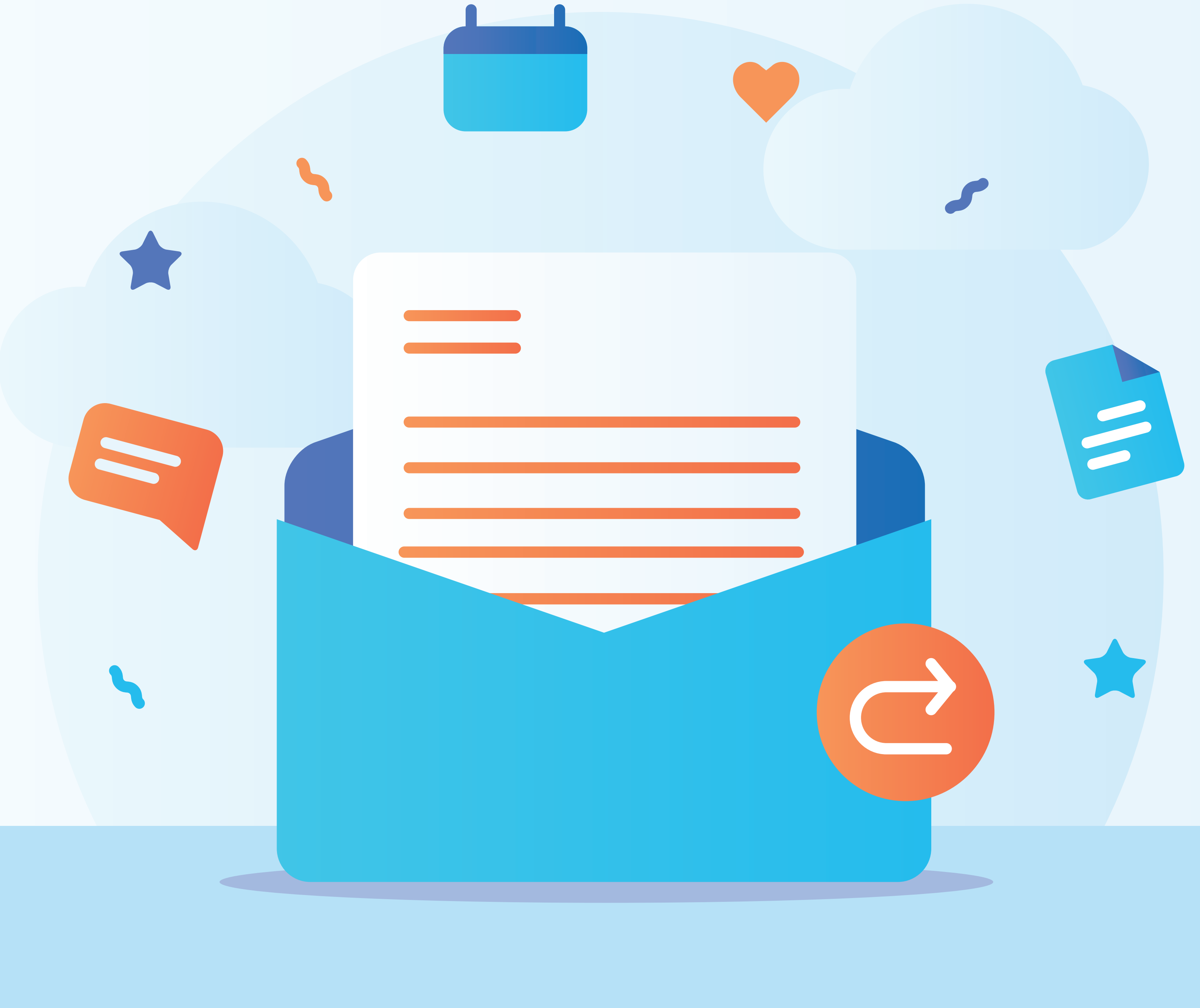
Law Ruler
by profitsolv

Why Responding to Prospect Emails is so Important

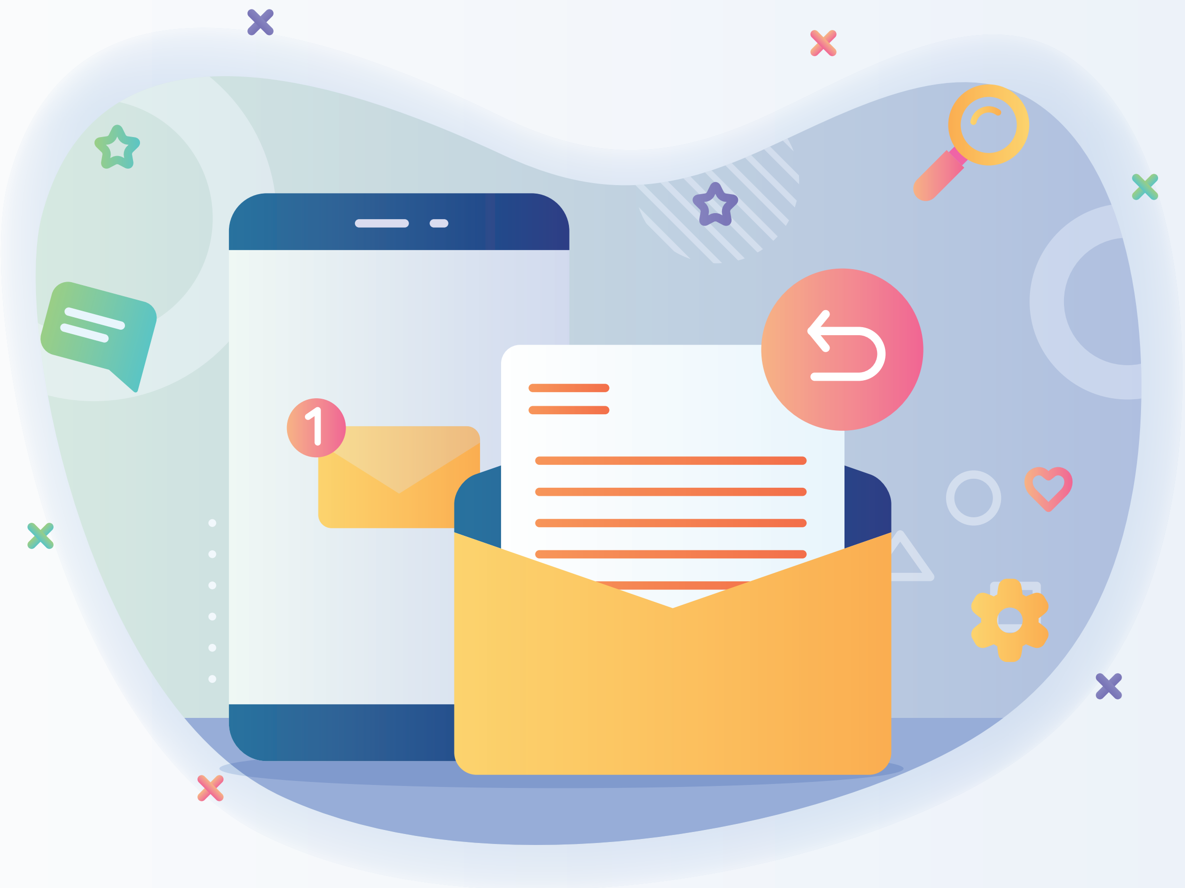


Targeting your leads is just one element of running a successful law firm. To successfully convert those into clients, you need to start nurturing the relationship from the very first point of contact.

As a lawyer, connecting with prospective clients can feel like a delicate balancing act. If a lead fills out a contact form on your site, it likely means that they're interested in your services—but until you establish a connection, that interest can be fleeting. If they don't receive a timely reply, a prospective client may quickly move on to a more responsive law firm.

On the other hand, you don't want to come across as pushy by overwhelming your leads with responses and inadvertently driving them away.

So, how do you find that sweet spot between ignoring potential clients and overzealously reaching out? How quickly and often should you respond to prospect emails? What do you even say in those responses? Keep reading to find out.



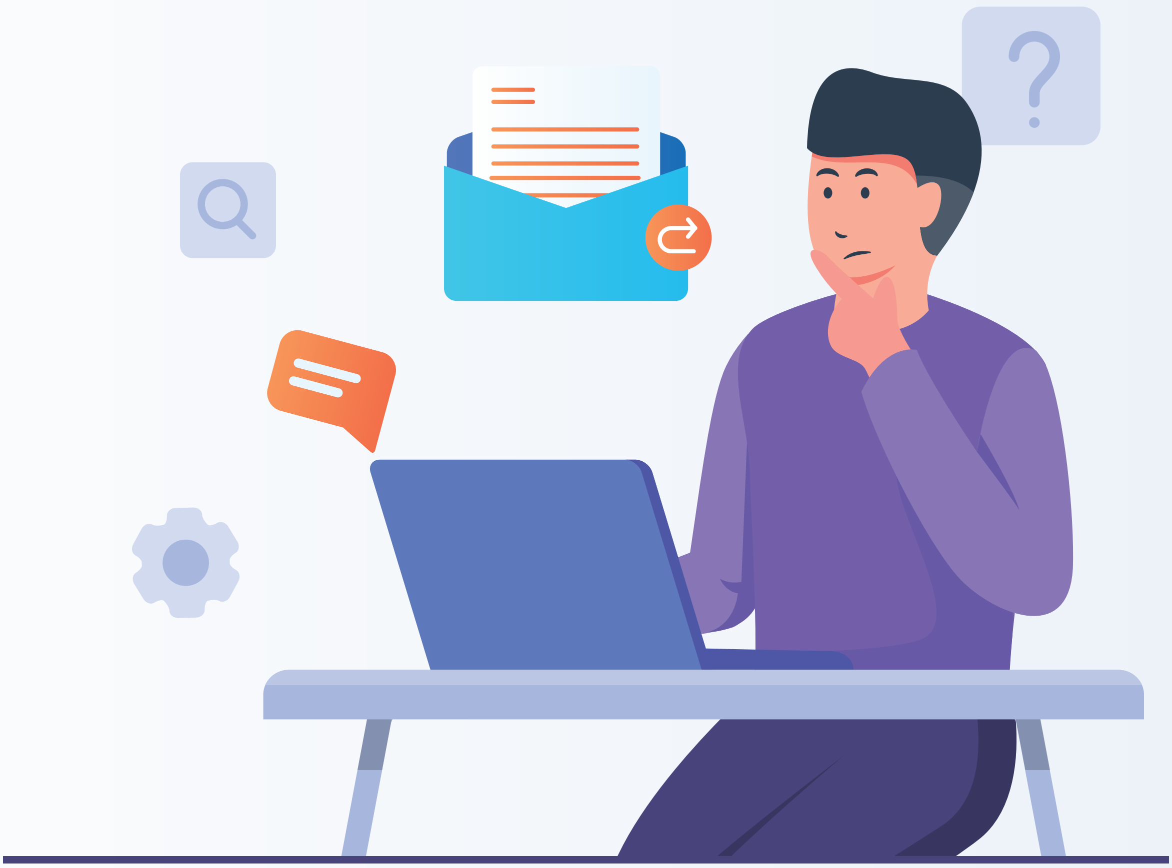
How soon should you respond to prospect inquiries?

If someone reaches out to a lawyer, it means they're looking for assistance. And for many, it's an urgent need. If their freedom is on the line, for example, or if they're looking for help resolving a high-conflict family law situation, they don't have time to wait around for days or weeks to get the help they need.

Make the right first impression and nurture that relationship from the beginning by responding to your clients within at least **24-48 hours**.

If you wait any longer? That's a response in itself. By not answering those email inquiries, you're already giving prospective clients an answer: you're not going to be able to assist them in a timely manner.

If you don't have time to give a thoughtful response within that timeframe—whether you're busy in the courtroom or taking some time off for a vacation—you can make use of **automated follow-ups** for those initial email responses.



Initial response templates

Your automated responses don't have to be anything too extensive. It's perfectly fine to keep them short and sweet—at a minimum, they should confirm that you have received the message and that the potential client can expect a phone call or a more detailed response shortly.

It could be as simple as:

Hi [name],

Thank you for contacting [law firm.]
We will get in touch with you shortly.

Best regards,
[Your name/law firm]

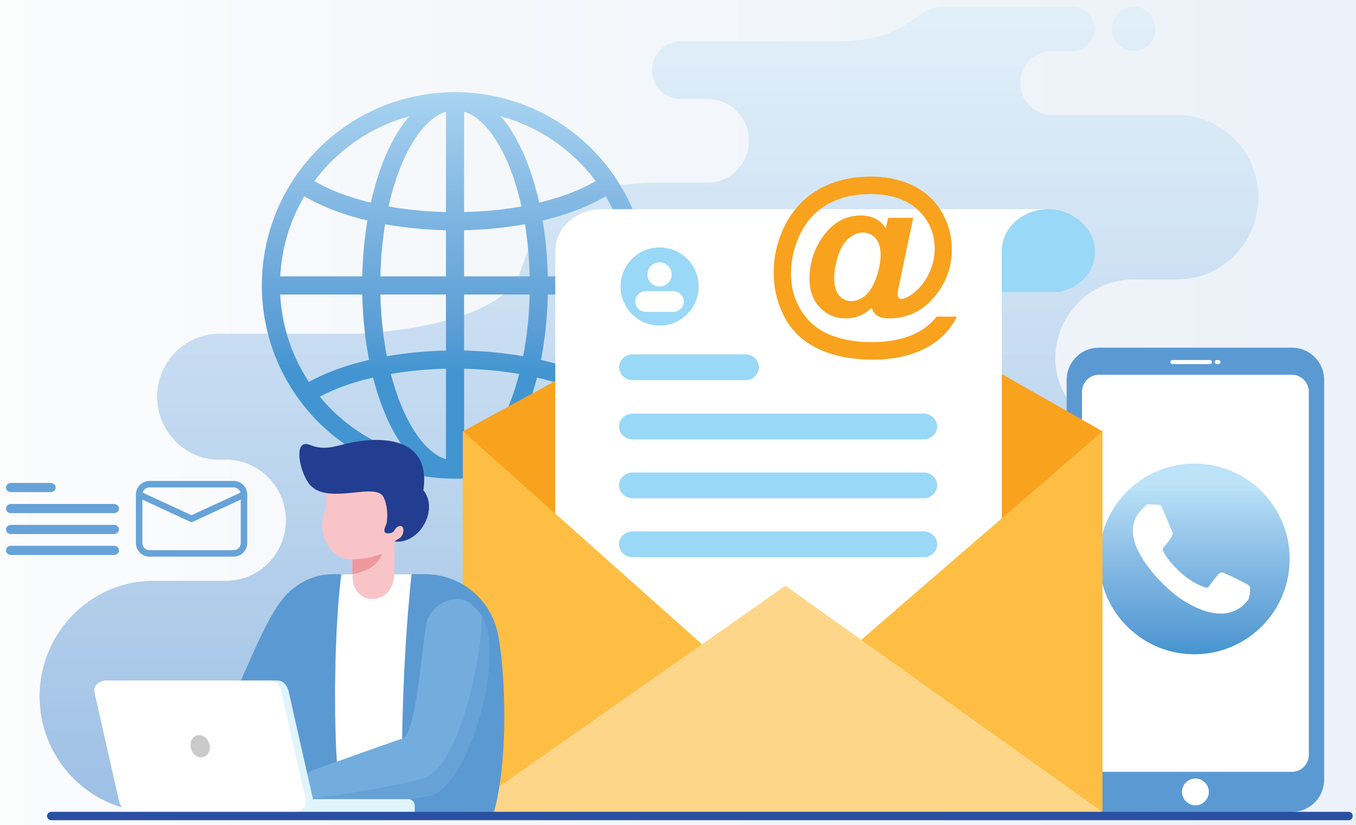
Or, you could send a more detailed response targeted to a specific type of potential client:

Hi [name],

Thank you for reaching out regarding your personal injury case. We understand that this is a difficult time for you, and we are going to work hard to get you the compensation you deserve. Someone from our team will call you shortly to discuss details, but in the meantime, check out some of these helpful resources:

[Link to Lawyer profiles, relevant blog articles, downloadable guides, etc.]

We look forward to speaking with you soon.
[Your name/law firm]

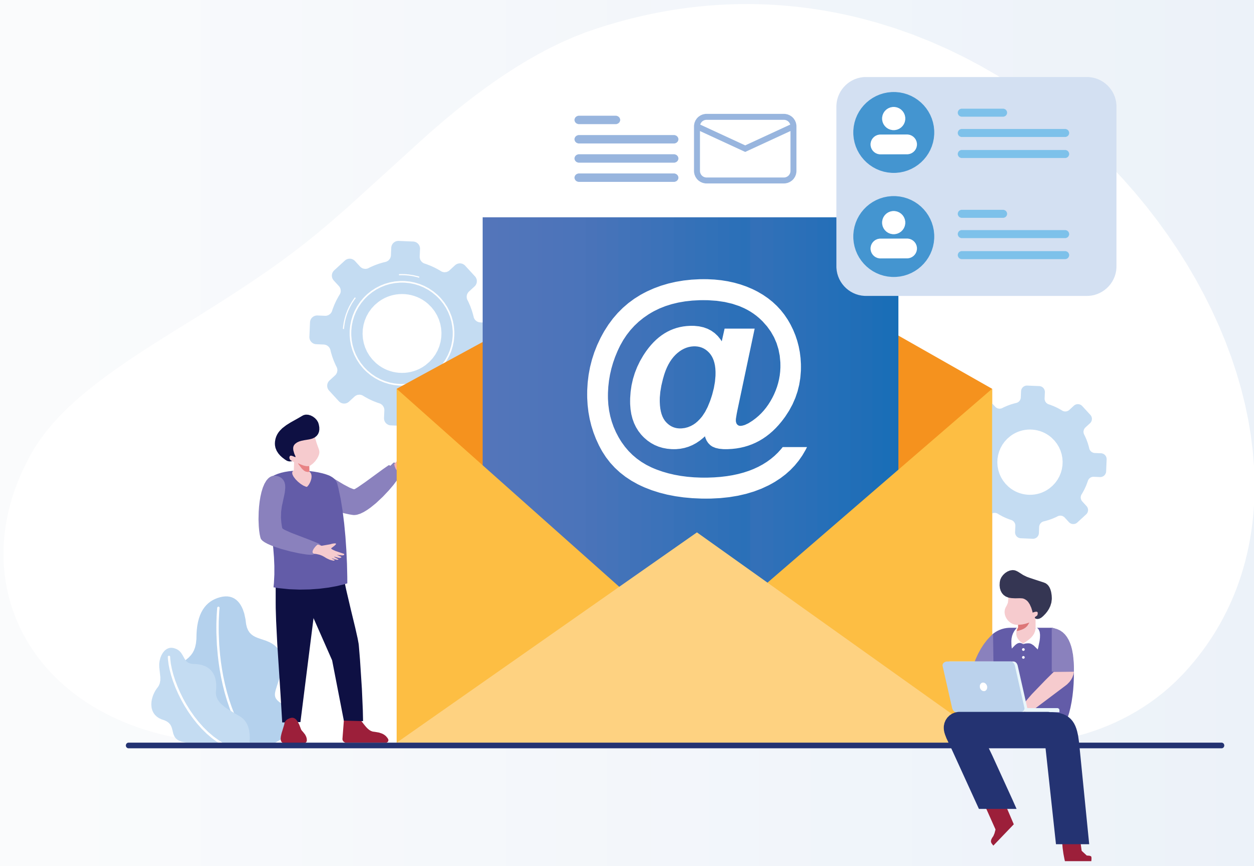


What if you don't hear back?

You've done everything you need to do: you targeted the right leads, generated enough interest to get a prospective client to send an inquiry, and responded to their message in a timely manner—but you have yet to hear back from that prospective client.

This lack of response could be for a variety of reasons. Perhaps they're not quite ready to commit to taking legal action, or they've changed their mind entirely. Maybe they're concerned about finances. Maybe they're on the fence about it, but just need one more helpful nudge to push them closer to becoming a client.

When it comes to follow-ups, **persistence is key**.



Decide early on that you are going to continue following up until you get a clear "no." If you prematurely assume that someone isn't interested in your law firm, you're taking away their decision—and their opportunity to benefit from your services. Even if it seems clear that they're not going to move forward with your firm, you should still give them the opportunity to pull the plug themselves.

Of course, we're not recommending that you constantly nag your prospective clients. Instead, send interspersed pieces of valuable information, or **drip campaigns**, that remind them of your existence without coming across as aggressive. Instead, you want to be helpful and available.

What to include in your emails

Regardless of **which stage of the sales funnel** your prospective client is in, your email content should always:

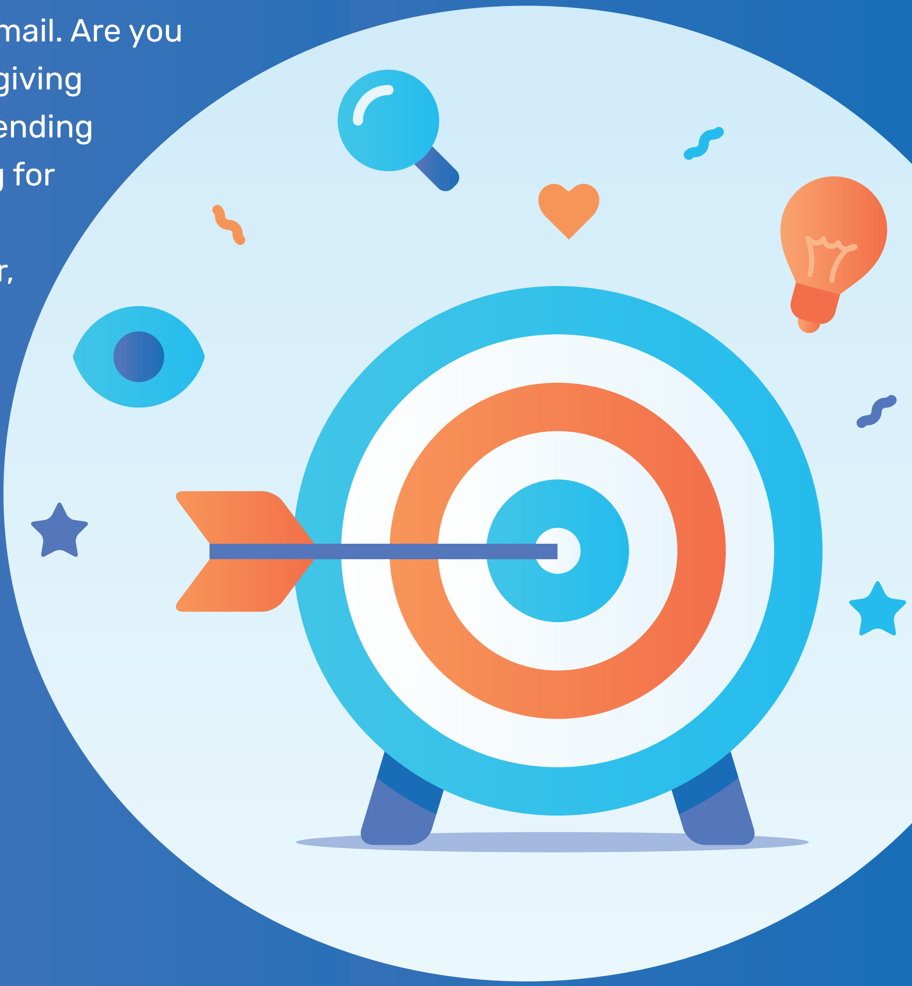
- Promote your law firm
- Highlight your services
- Show that you understand your clients' needs
- Keep your law firm at the forefront of your clients' minds

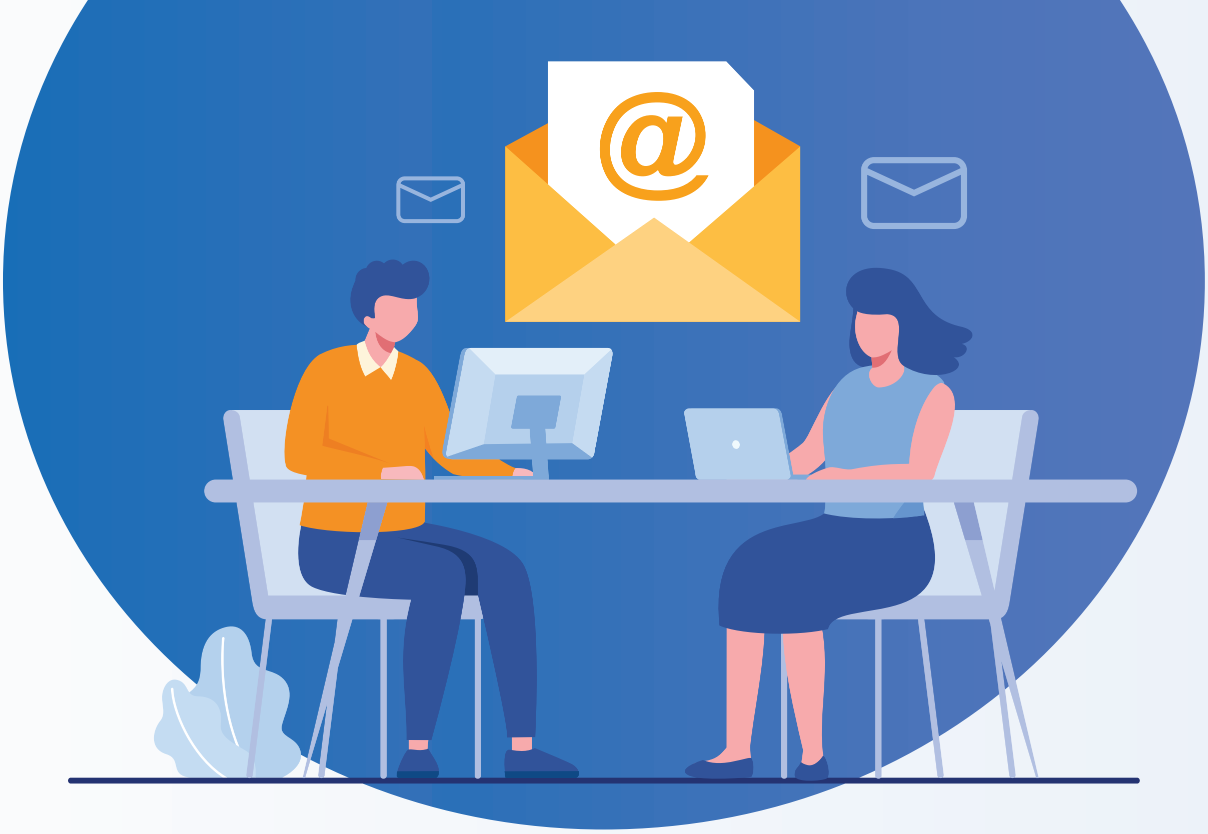
You can achieve this through purposeful communication, adding value, and personalizing your messages.

Set goals

Every interaction you have with your leads should serve a specific purpose. We know that the overarching purpose of your drip campaign is to convert leads into clients—but within that drip campaign, each email should also have its own unique purpose.

Determine the goal of each email. Are you saying thanks, offering help, giving instructions for next steps, sending a meeting reminder, or asking for feedback? Regardless of the email's goal, it should be clear, concise, and to the point, so the reader doesn't have to do any guessing about how to move forward.





Add value

Once you know the goal of your email, you need to figure out how to make it valuable. And by value, we mean anything that is useful and can strengthen your relationship with the prospective client.

This could include sharing a helpful resource about a topic you recently discussed, introducing them to someone who could be a beneficial contact, or asking their opinion about something—because people love to know that their opinion matters.

Make it personal

Whether you're using automated emails or doing it all manually, it's crucial that every interaction comes across as warm and friendly, not cold and robotic.

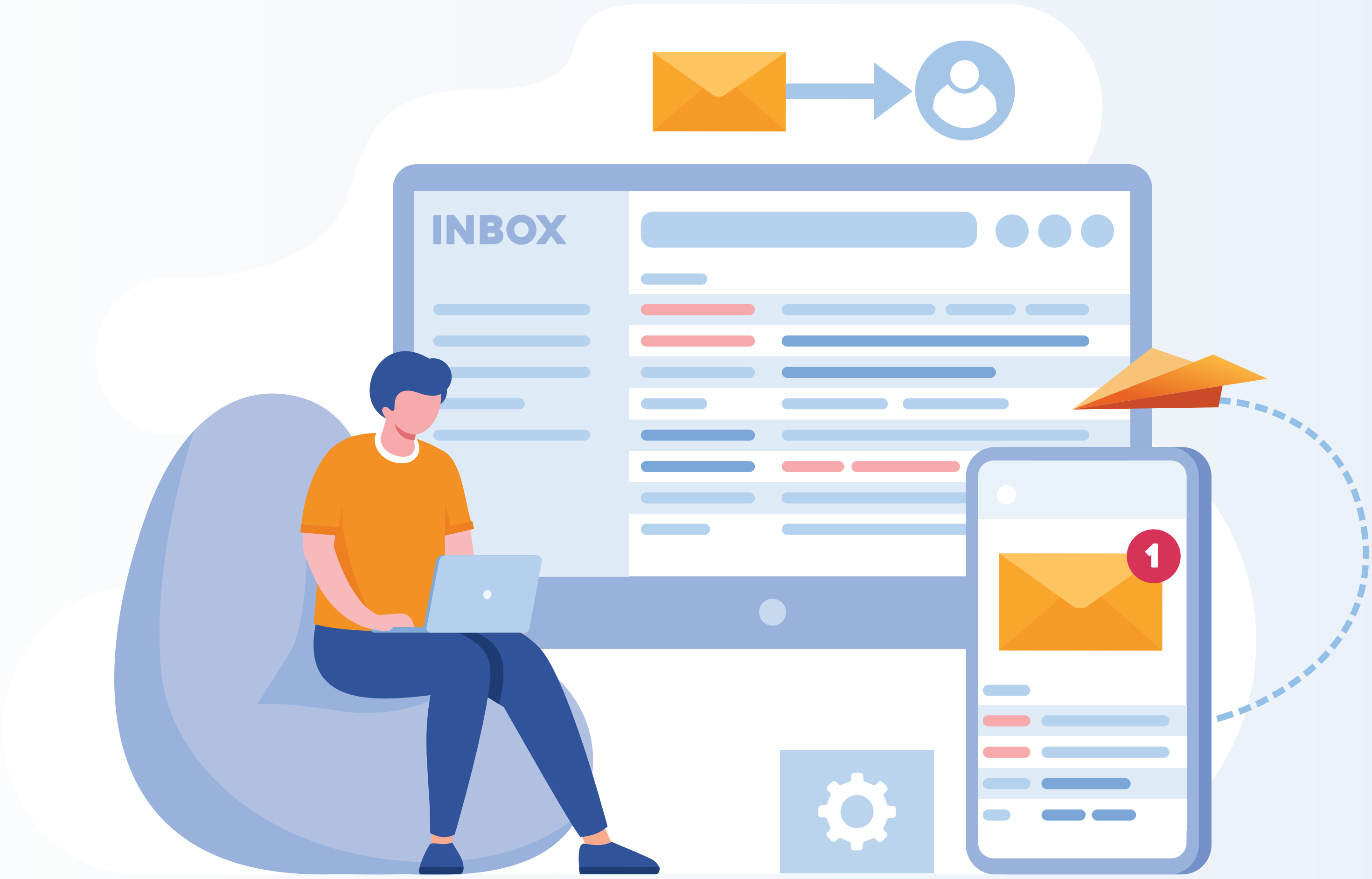
You'll also want to make sure that every point of contact you have with prospective clients is relevant to them. In other words, only send them information that they'll want to receive. One effective way to do that is to collect data by having them complete a short survey as part of their initial contact form.

Sound complicated? With Law Ruler's email marketing tools, it's easy to personalize your messages using information from your contact forms and **client intake forms**.

Don't forget to proofread

Last but not least: don't forget to proofread every single piece of content that you send out to current and prospective clients (and anyone else, really).

You want to come across as polished, professional, and competent—and just a few informational or typographical errors can be enough to make someone question your credibility.



Convert leads into clients with Law Ruler

As a lawyer, your schedule is already busy—the last thing you want is to spend your valuable time on non-billable tasks like keeping track of and sending out emails to prospective and current clients.

This is where Law Ruler comes in. An **industry-leading legal CRM**, Law Ruler is built specifically for law firms, complete with features including:

- Marketing, client intake, and document automation tools
- Dashboard analytics and reporting
- **Integrations** with your other software
- Software support

In addition to offering email and text communications, Law Ruler is the only law firm CRM featuring a **built-in softphone dialer**.

Ready to increase lead conversions, build better client relationships, and grow your law firm?

Schedule a Demo