



The Hidden Reason Your Law Firm Is Losing Clients

Something's Getting in the Way — But It's Not What You Think.

You're running ads. The phone rings. Your receptionist answers. Leads are coming in — but for some reason, they're not turning into signed clients.

Why do some potential clients disappear, even after they seemed interested?

Why do competitors with fewer credentials seem to close more cases?

It's easy to assume it's about pricing, competition, or just “bad leads.” What if it's something simple—and in your control?

In this guide, you'll discover:

- Why promising leads slip away — and how to stop it
- What top-performing law firms are doing differently
- Simple steps you can take today to close more cases

Let's take a closer look at what's happening between the first contact... and the moment a client decides who to hire.

How Long Does It Take Before a Lead Talks to a Lawyer — Not Just Your Receptionist?

Speed Wins. Silence Kills.

You might feel confident that your firm is responsive.
The phone gets answered. Messages are taken. Intake forms are filled out.

But here's the part most firms overlook:

How long does it take before a real conversation happens — not with your receptionist, but with someone who can move the case forward?

In many cases, that crucial first call from a lawyer or intake specialist is delayed by hours — or even longer.

And in that gap, the lead keeps calling.

Now imagine you're the client:
You've just been charged with a crime.
You're anxious. You need help now.

So, you keep dialing numbers until someone — *not an answering service* — actually talks to you about your case.

The lawyer who gets there first often wins the case, no matter how qualified the others might be.

That's the hidden danger: delays that don't feel like delays inside the firm... but to the client, they feel like silence.



In this game, every minute matters.

Firms that connect fast don't just get more cases — they become the **go-to choice** in their market.

The Numbers You Can't Ignore:

Response Time

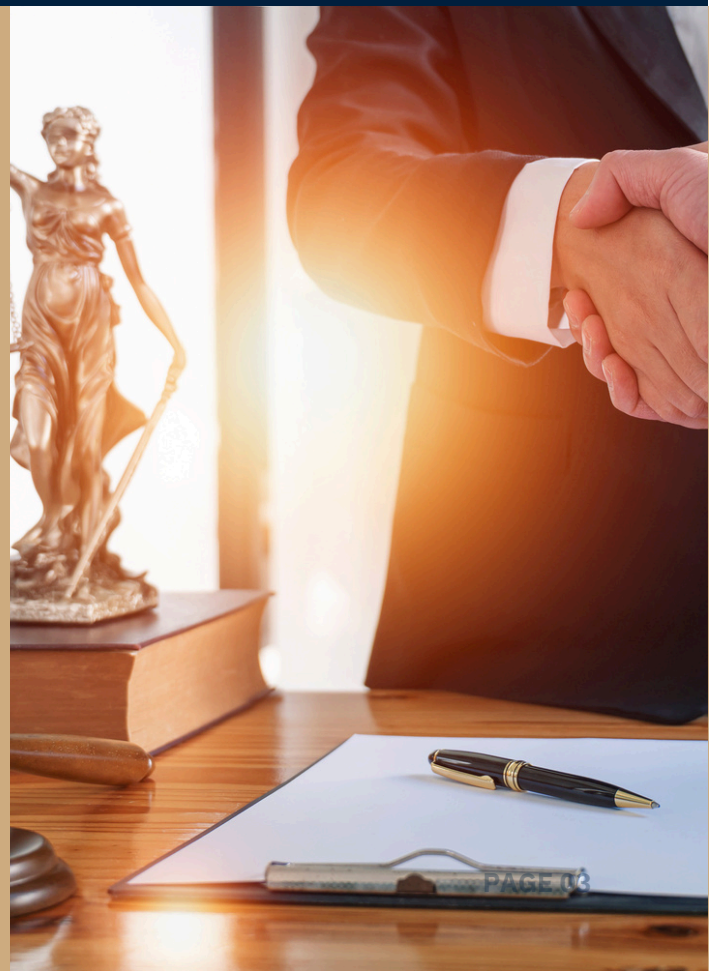
Likelihood of Signing the Client

Under 5 minutes	90%+ chance
5–15 minutes	50–70% chance
15–30 minutes	20–40% chance
30+ minutes	Less than 10% chance

(Sources: MIT, Clio Legal Trends, CallRail 2023)

Every Minute You Wait...

- ◆ Your chances drop by **10x** after 5 minutes.
- ◆ Most clients will **hire the first lawyer** they talk to.
- ◆ Delayed responses feel like **disinterest**, even if you're the best lawyer in town.



WANT MORE CLIENTS? IT STARTS
WITH HOW FAST YOU RESPOND

Simple Steps to **Win More Cases**

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1. USE A RECEPTIONIST OR ANSWERING SERVICE WITH AUTHORITY TO PRE-QUALIFY

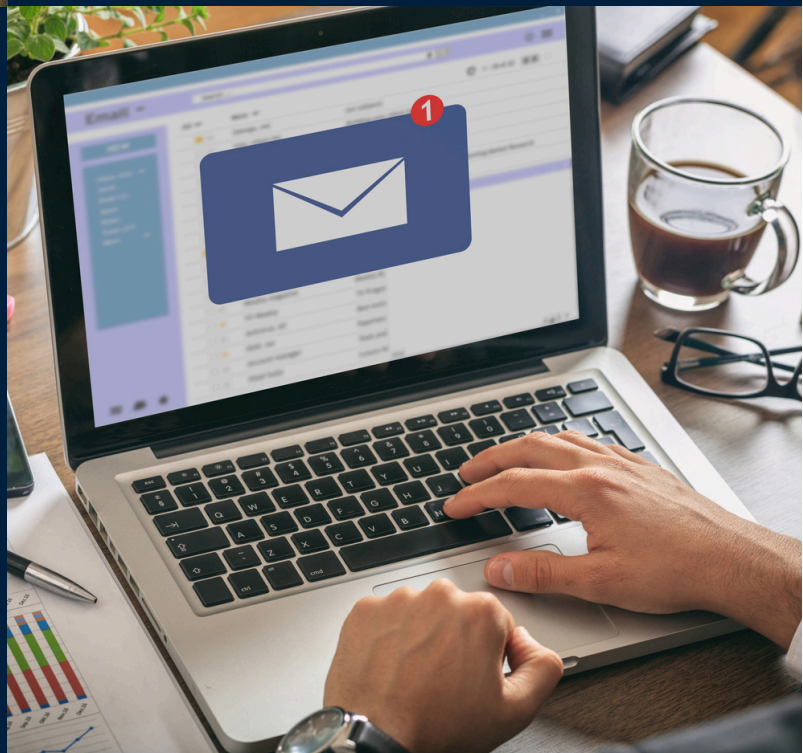
- Train your receptionist or answering service to ask intake questions and schedule consultations immediately.
- If the lawyer is unavailable, get the prospect on the lawyer's calendar ASAP without needing a callback first.

2. SEND AN IMMEDIATE "HOLDING" TEXT OR EMAIL TO NEW LEADS

- Set up **automatic SMS or email replies** confirming receipt of the lead within 1 minute.

Example Text:

"Thank you for contacting [Firm Name]. We've received your request and a lawyer will personally call you shortly. Urgent matters are our priority."



3. DELEGATE FIRST CALLBACKS TO A TRAINED PARALEGAL OR INTAKE SPECIALIST

- Assign a **trained staff member** (NOT just reception) to make the first live phone call to acknowledge the client, explain the next steps, and book a lawyer consultation.
- The goal is **human contact fast**, not full legal advice at this stage.



4. BLOCK SPECIFIC TIMES EACH DAY FOR CALLBACK "POWER HOURS"

- Lawyers can block **two short 15-minute windows daily** to call back new leads — for example:
 - 11:30 AM (before lunch)
 - 4:30 PM (before end of day)
- Even when court is hectic, having a fallback "callback window" ensures leads aren't forgotten.

5. USE CRM TOOLS WITH URGENT NOTIFICATIONS

- Set up **instant notifications** on the lawyer's phone for hot new leads.
- Some CRMs or tools like Clio Grow, Lawmatics, or even Google Sheets + Zapier can **push a lead alert** with a "Call Now" button.



6. IMPLEMENT A 3-TOUCH RULE

- If the lawyer can't reach the lead on the first try, they or the intake team must try again at least twice within 24 hours:
 - First call/text immediately.
 - Second attempt within 2–4 hours.
 - Third attempt the next morning.

☞ *Persistence shows care — and dramatically increases the chance of conversion.*

WRITTEN BY KELON JONES

Want to See How Fast (or Slow) Your Firm Is?

Get a Free **15-Minute Intake Audit** — and start closing more clients today.

REQUEST MY FREE AUDIT

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