
The Leak Report

I go through a firm's adverts and website the way an injured visitor would, then send the managing partner what I found. Before I am hired, and without being asked.

What it is

Your marketing is judged on leads. Your firm is paid on signed cases. Almost nobody measures what happens in between, because the advertising platform reports what a lead cost and stops there.

In a secret shopper study of 500 US law firms, only a third replied to an email from a prospective client. A Leak Report is a written account of where your own adverts and website stop short of a signed case, and what I would do about it.

I read every advert you are running and follow each paid click to the page it lands on.

I walk your site the way an injured visitor would. Home page, practice areas, resources, footer. I look for every way a stranger can leave their name.

I fill in your forms and wait to see what arrives afterwards, and what never does.

Then I write it down. What I found, what I think it is costing you, and what I would do about it.

The terms

What it costs

Nothing, and no call is required to receive it. I would rather you read the findings and decide than sit through a pitch to earn them.

How long it takes

Inside a week of you sending your firm's website. A written report with the two leaks that cost you the most, and what each one is costing you.

Who it is for

Plaintiff personal injury firms in the United States, usually three to twenty attorneys, already paying for traffic and unsure the leads convert the way the spend implies. Not defence firms, and not firms yet to start buying traffic.

What happens after

The rest we walk through on a short call, if the first two are worth acting on. If they are not, you keep the report and we never speak again. Work that follows is monthly and measured in signed cases.

How to ask for one

Send me your firm's website and roughly what you spend on ads each month. I take a small number of firms each month, so I read every request myself.

Figure cited: law firm email response rate from the Clio Legal Trends Report 2024, a secret shopper study of 500 US law firms.

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