
The Leak Report

A sample. This is a real report on a real firm, with the firm's name taken out.

Who it was run on	A personal injury firm in the western United States
Size of the firm	Two offices, five lawyers, more than ten years old
What they spend on	Facebook and Google advertising, running right now
What I looked at	Their adverts, their pages, their forms, and what arrives afterwards
What I found	Ten problems in total. The first three are shown here.

Why some things have been taken out

This firm has not agreed to be named, so I have removed anything that would point to them. The state, the cities, the names, the title of the founder's book and the wording of their own adverts are gone or changed. The numbers are rounded. Nothing I found has been made softer.

What this is

Most personal injury firms are told they need more leads. Usually that is not the problem.

In a secret shopper study of 500 US law firms, only 33 in every 100 replied to an email from someone asking about their case. Most firms never learn that about themselves. The advertising platform reports what a lead cost and stops there.

A paid search lead for a personal injury firm runs around \$442. Every gap in this report is that money arriving, and leaving again.

So I look at what happens after the click. I go through a firm's website the way an injured visitor would. I read every advert it is running. I follow the paid clicks to the pages they land on. I fill in the forms and watch what arrives afterwards, and what never does.

Then I write down what I found, what I think it is costing, and what I would do about it. And I send it to the managing partner, before I am hired and without being asked.

There is no charge, and you do not have to take a call to get it. What follows is a real one, so you can judge the work before you decide whether I am worth twenty minutes of your time.

The whole report in one sentence

You are paying for more than thirty adverts and your founder wrote a book, but a person who is not ready to hire a lawyer today has no way to leave you their email address, and nobody ever follows up.

Problem one of ten

There is nowhere on the website to leave an email address.

What I found

I checked the home page, the contact page, the resources page, the book page, every practice area page and the footer. There is no newsletter sign up. There is nothing to download. There is no way to leave an email address without asking for a consultation. Every form on the site is the same form. Tell us about your case.

What it is costing you

That gives a visitor two choices. Hire us today, or leave and never come back.

The man who was hit from behind yesterday will ring the number. That part works. But a lot of the traffic you pay for is not him. It is the daughter looking things up for her father. It is the person who is not sure their injury is bad enough to bother a lawyer about. It is the claimant who has just been offered a low figure on the phone and is still thinking about it.

Those people are being educated at your expense. Then they leave, and the next firm they come across gets them.

What I would do about it

Add one small, easy thing to say yes to, in the same places where the big ask already sits. A name, an email address and one short question. The consultation form stays exactly where it is. This is a second door, not a replacement for the first one.

Problem two of ten

Your founder wrote a book, then took out the part that makes a book worth writing.

What I found

Your founder wrote a book for ordinary people about accident claims. Damage to the car, injuries, insurance cover, settlements. The website does two things with it. Anyone can read the whole book online, free, without giving an email address. And to get a printed copy, you have to ring the office.

What it is costing you

Both of those are the wrong way round.

Firms pay a lot of money to have a book like this written for them, because a book is the easiest thing in the world to trade for an email address. Yours already exists, written by your own founder, and it collects nothing.

Meanwhile the printed copy, the one that actually costs you money to make and post, sits behind a phone call. That is the hardest thing you can ask a stranger to do.

So every person who reads that book is someone you paid to reach, and then let walk away without a name.

What I would do about it

Swap them round. Ask for a name and an email address before the online version opens, and put one question with it. Were you recently hurt, are you helping a family member, or are you just reading. That single question sorts the list before anyone in the office touches it.

For the printed copy, drop the phone call and ask for a postal address instead. A book with your name on it sitting on someone's kitchen table for six months is the cheapest reminder there is, and nobody throws it away.

Problem three of ten

More than thirty adverts, all saying the same thing.

What I found

I read every advert the firm has running. About two thirds of them use nearly the same words over different photographs. The words that repeat open with general sympathy, then list what goes wrong after an accident: medical bills, time off work, things you can no longer do. Then they finish by explaining that you have the right to make a claim.

What it is costing you

You are changing the pictures and leaving the words alone. The pictures are the small part. The words are the big part, and they have not moved.

Every advert talks to the same person, in the same voice, at the same moment. People get tired of seeing it, the cost of each one creeps up, and the platform has nothing different to work with.

The bigger problem is this. Any other firm in your state could put their own name on those adverts without changing a word. Nothing in them says why you. Your results are not there. Your verdicts are not there. Your reviews are not there. There is no deadline, and no clear next step.

What I would do about it

Three different messages instead of one, written for people at three different stages of making up their mind. All three built out of things you already own, so nothing new has to be invented or bought.

The other seven

Seven more went to the firm in the full report.

One is a single sentence sitting on a page almost nobody reaches. It is the truest thing this firm has ever said about itself, and it appears in none of their adverts.

One is a button that sends paid clicks to the wrong page.

One has been quietly costing money for years and takes an afternoon to put right.

I have not listed the rest here. They belong to the firm, not to a sample.

If you would like one for your firm

Send me your firm's website, and tell me roughly what you spend on ads each month. Within a week you will have a written report with the two leaks that cost you the most, and what each one is costing you. The rest we walk through on a short call, if the first two are worth acting on. There is no charge, and you are not agreeing to anything by asking.

I work with plaintiff personal injury firms in the United States, usually three to twenty attorneys, that already pay for traffic. If a firm is not spending yet, there is nothing for me to find, and I will tell you so instead of taking the work.

Figures cited: law firm email response rate from the Clio Legal Trends Report 2024, a secret shopper study of 500 US law firms. Cost per paid search lead for personal injury from First Page Sage, 2025, a study of 49 personal injury firms.

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