

# Immigration Consult Authority Kit

A starter kit for immigration firms that want stronger trust guidance, cleaner consult screening, and more useful public authority before case analysis begins.

Immigration attorneys, intake leads, office managers, and legal marketers

## GUIDE

A starter kit for immigration firms that want stronger trust guidance, cleaner consult screening, and more useful public authority before case analysis begins.

## WHAT THIS ASSET COVERS

- Immigration Trust and Screening Guide
- Immigration Consult Screening Script
- Professional Services Consult Authority Playbook
- Professional Services Proof Stack Guide
- Answer-Engine FAQ Blueprint for Small Businesses

## SUGGESTED ROLLOUT

1. Clarify qualification questions and document expectations before prospects ever book.
2. Install a stronger screening script so the first consult request arrives with better context and fit.
3. Upgrade the public authority and proof stack around the immigration consult path.
4. Review consult readiness monthly so content, intake, and proof stay aligned with real case demand.

## WORKING ASSET

Bundle the trust, screening, and authority assets that help an immigration firm bring more prepared, better-fit consultations into the pipeline.

## RESOURCE STACK

- Immigration Trust and Screening Guide
- Immigration Consult Screening Script
- Professional Services Consult Authority Playbook
- Professional Services Proof Stack Guide
- Answer-Engine FAQ Blueprint

## DEPLOYMENT PATH

Phase 1:

- clarify qualification answers and document expectations

Phase 2:

- align website guidance with intake screening language

Phase 3:

- strengthen authority and proof surfaces around the consult path

## CONVERSION LAYER

The key conversion gain comes from making the firm sound:

- calm
- prepared
- selective
- clear about what the first conversation is for

That combination often improves both trust and fit.

## METRICS TO WATCH

- consult readiness
- incomplete or low-context inquiries
- screening consistency
- engagement with preparation assets

## OPERATING CADENCE

Monthly:

- review intake notes for recurring confusion
- update screening and trust content together

Quarterly:

- review the proof stack and FAQ layer
- add new answer assets only where real consult confusion repeats

## **DEPLOYMENT NOTES**

### **HOW STRONG TEAMS ACTUALLY USE THIS ASSET**

- Assign one accountable owner instead of letting "Immigration Consult Authority Kit" become shared but unmanaged work.
- Use it with immigration attorneys, intake leads, office managers, and legal marketers in a weekly rhythm so the asset drives decisions rather than sitting in a folder.
- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.
- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

### **30-DAY ROLLOUT SEQUENCE**

- Clarify qualification questions and document expectations before prospects ever book.
- Install a stronger screening script so the first consult request arrives with better context and fit.
- Upgrade the public authority and proof stack around the immigration consult path.
- Review consult readiness monthly so content, intake, and proof stay aligned with real case demand.

### **WHAT SEPARATES A SERIOUS VERSION FROM A BASIC TEMPLATE**

- Clear ownership for every step, not generic advice without accountability.
- Targets, thresholds, or decision rules that tell the team what good looks like.
- Specific working components: Immigration Trust and Screening Guide, Immigration Consult Screening Script, Professional Services Consult Authority Playbook, and more.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.