

# Personal Injury Authority Engine Kit

A starter kit for personal-injury firms that want stronger case-fit answers, more credible proof architecture, and cleaner consult-conversion support before the first intake call.

Personal-injury partners, intake leads, marketers, and firm operators

## GUIDE

A starter kit for personal-injury firms that want stronger case-fit answers, more credible proof architecture, and cleaner consult-conversion support before the first intake call.

## WHAT THIS ASSET COVERS

- Personal Injury Answer Map
- Personal Injury Proof and Conversion Guide
- Personal Injury Intake Qualification Checklist
- Results Page Blueprint for Small Businesses
- Case Study Capture Playbook for Small Businesses

## SUGGESTED ROLLOUT

1. Map the highest-friction questions around fit, fees, urgency, and the first conversation.
2. Rebuild proof and result surfaces so the firm feels more credible before the consult begins.
3. Tighten intake qualification and consult routing to reduce low-context or low-fit calls.
4. Review proof freshness and consult quality monthly so authority assets keep compounding.

## WORKING ASSET

Bundle the answer, proof, and consult-conversion assets that help a PI firm feel clearer, stronger, and more credible before the first consultation.

## RESOURCE STACK

- Personal Injury Answer Map
- Personal Injury Proof and Conversion Guide
- Personal Injury Intake Qualification Checklist
- Results Page Blueprint
- Case Study Capture Playbook

## DEPLOYMENT PATH

Phase 1:

- repair intake-fit answers and consult preparation guidance

Phase 2:

- rebuild proof and results surfaces with context and calm authority

Phase 3:

- tighten qualification flow so higher-fit consultations rise to the top

## CONVERSION LAYER

The strongest PI authority system links:

- case-fit answers
- contingency-fee clarity
- proof and result architecture
- consultation next-step cues

This is what turns public authority into consultation quality.

## METRICS TO WATCH

- consultation quality
- low-fit consult rate
- proof freshness by case type
- results-page engagement

## OPERATING CADENCE

Monthly:

- review intake confusion and objection patterns
- refresh high-value proof assets
- update the answer map where prospects still hesitate

Quarterly:

- audit the PI proof stack by case category
- deepen only the pages and proof modules earning real trust

## DEPLOYMENT NOTES

### HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Personal Injury Authority Engine Kit" become shared but unmanaged work.
- Use it with personal-injury partners, intake leads, marketers, and firm operators 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

- Map the highest-friction questions around fit, fees, urgency, and the first conversation.
- Rebuild proof and result surfaces so the firm feels more credible before the consult begins.
- Tighten intake qualification and consult routing to reduce low-context or low-fit calls.
- Review proof freshness and consult quality monthly so authority assets keep compounding.

### 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: Personal Injury Answer Map, Personal Injury Proof and Conversion Guide, Personal Injury Intake Qualification Checklist, and more.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.