



Follow-Up Scripts & Best Practices for Immigration Leads

What your intake staff should say — and when — to turn urgent inquiries into clients



Before You Start: Read This First

These leads are not cold contacts. Every person you're calling asked for help. They're facing deportation, ICE deadlines, or trying to file for asylum — fast.

That means:

- You are **not bothering them**
- You **should not feel bad** reaching out
- They are looking for someone to step up and help them now

Speed Matters: Call Within 5 Minutes

Your best chance to connect is right after they submit the form.

1. Call them within 5 minutes
2. If they don't answer, don't leave a voicemail
3. Call them a second time immediately
4. Still no answer? No voicemail again — move to text

Text Follow-Up Scripts

Immediately After Lead Comes In:

- **Text 1:**

Hi [PC Name], this is [Your Name] from [Law Firm Name]. We think we can help with your case.

- **Text 2:**

Do you prefer to text or call?

If No Response in 3 Minutes:

- **Text 3:**

[PC Name], we've helped hundreds of immigrants in [State]. We're here to fight for you too. Don't worry, we might speak your language and we're here to help. Call or text us!

If No Response After 20 Minutes:

- **Text 4:**

[PC Name], looks like I caught you at a bad time. We'll try again later — let me know when it's a good time to call you?

Call Again Later That Day:

Same rule — two calls back to back, no voicemails.

Next-Day Attempt (24 Hours After Initial):

Two calls (back to back), no voicemail again.

Follow-Up Text (After 24 Hours After Initial):

- Text 5:

[PC Name] — you've been through enough already. Let us take care of the legal side. Would you rather text or call to talk about your options?

6 Hours After That – Final Dramatic Nudge:

- Text 6:

[PC Name], if we don't act fast, you could miss your one chance to stay in the U.S. We're ready to fight for you — call me back or text me.

Tips for Intake Staff

- Be warm, calm, and confident.
- Speak slowly. Use simple words.
- Always ask if they'd prefer to text or call.
- If they don't speak English, say: "No problem — we have people who speak your language. We can help."



Closing Note (For the Lawyer or Manager)

- Every lead is time-sensitive.
- Every missed call is a lost case.
- Every response is a chance to help someone stay in this country.

Give your team the tools — and the urgency — to win.

One system. All the urgent immigration leads you can handle.

Your next 5–12 clients are out there — searching for legal help right now.
Let's make your firm the first one they call.

