

(Message #1)
YOUR FREE ACCIDENT GUIDEBOOK

Hey *[FNAME]*,

Congratulations! You've made a smart choice in researching your claim and exploring your legal options. To help you get started, we've put together a FREE guidebook that answers many of the most common questions that accident victims have. You can download this valuable resource by clicking [HERE](#).

If you've been injured in an accident, it's critical to know your rights and understand how to protect yourself and your family. The best way to build a strong case - and ensure you receive the maximum compensation available - is to seek legal counsel immediately.

Our experience has shown time and time again that the sooner an attorney becomes involved in your case the better the outcome will be (on all fronts). If you're ready to partner with a firm that cares for their clients like family, then give [Douglas Law](#) a call today.

You can reach us at **512-481-2238** or complete our [contact form](#) to find out more.

We look forward to hearing from you.

Ryan Douglas

Douglas Law
www.austincopywriting.com

(Message #2)
WHO'S IN YOUR CORNER?

Hi *[FNAME]*,

I hope you enjoyed the free guide and were able to walk away with a better picture of where you stand. We trust you'll find this information valuable as your case unfolds and you prepare to wrestle with the insurance companies. In the meantime, feel free to [contact us](#) if you have any additional questions or need further assistance.

Speaking of insurance companies, there are a couple things to keep in mind when dealing with them. First and foremost, be especially careful what you say or do around them.

Although they'd have you believe otherwise, **no insurance company is ever *actually* on your side**. While you may think you have a great relationship with your insurance carrier, don't be fooled. Their top priority is always saving money and paying out the smallest compensation amount possible.

This is an unfortunate reality as even the most loyal customers can be taken advantage of after filing a claim. Needless to say, covering your damages - and helping to provide for a full recovery - is NOT their top priority.

It's all about protecting their bottom line.

As we mentioned, just talking to an insurance adjuster can spell trouble. Though it appears they're simply investigating the claim, in reality, they're actually fishing for evidence to use against you.

And if you say or do anything they don't agree with, rest assured it will come back to haunt you later on.

Your best option is to partner with a qualified attorney. One who can handle these sensitive conversations on your behalf. Besides, insurance companies hate when you hire a lawyer. Because they know their chances for an "easy win" get much smaller afterward.

Obviously, choosing the right attorney is an important decision and one that should not be taken lightly. Chances are you have tons of questions and are probably unsure of where to even begin. Don't worry, the professionals at [Douglas Law](#) can help.

We'll be sending you additional information about this topic soon. But until then, if you have any immediate concerns please call **512-481-2238** or [contact us](#) online.

Remember, the insurance company is already building their case against you. Make sure you're prepared to fight when the time comes.

Talk to you soon.

- Ryan

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(Message #3)

PROCEED WITH CAUTION

Hey *[FNAME]*,

Following up on our last conversation, I wanted to provide a few more tips on working with insurance companies.

First off, understand they are going to make receiving the compensation you deserve as difficult as possible. There are a number of different ways they go about this, but here are a few of the most common.

Oral or Written Statements

Remember how we talked about watching what you say or do around claims adjusters? Making statements is a perfect example.

As some point during the investigation, it's almost guaranteed that you'll be asked to sign or provide a statement. Our advice? **Don't do it.**

The only reason they're asking for this information is to try and find a way to use it against you. Even if you're being as honest and truthful as possible, your words can still be used against you. It may sound crazy, but we've seen it happen far too many times to count.

Communications

Another tactic used to trip you up involves communication - or rather, lack thereof. Busy signals, long delays in returning calls and a barrage of cryptic responses all designed to frustrate and intimidate you. For what? In the hopes of getting you to settle for less than you deserve.

It goes without saying that the first few offers you'll receive are likely going to be "lowball" amounts. Most barely cover existing damages and expenses, let alone future suffering or long-term medical care.

As we discussed, the insurance companies make money by keeping payouts to a minimum - no matter how those actions impact victims or their families. Don't be fooled and get caught in their crosshairs.

Working with a qualified attorney can protect you from these and many other insurance pitfalls. Rest assured, we'll talk about that more next time.

However, if you're ready to act now, you can always call us at **512-481-2238** or [contact us](#) online. And unlike the insurance companies, we're 100% on your side.

Regards,
- Ryan

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(Message #4)
DON'T EXPECT A FAIR FIGHT

Hey *[FNAME]*,

Previously, we discussed some of the *scare* and *delay* tactics that insurance companies often use. However, we never really dove into how working with an attorney can make a difference.

The honest truth is that **trying to settle your claim without legal representation is a recipe for disaster**. In fact, the insurance companies actually prefer you go it alone.

Because when you do, they're able to control the conversation (and have you settle for next to nothing).

When you hire an attorney, your likelihood of a larger settlement is greatly improved. Not only that, but the insurance companies costs skyrocket (as they have to cover more fees for additional resources).

If going to court is unavoidable, in-depth knowledge of legal procedures and terminology is a must. Otherwise, you might sink your case without even realizing it.

And don't forget about what you'll be up against. **Most insurance companies have an army of lawyers at their disposal**, and they'll likely come at you with everything they've got.

Who wants to take on a challenge like that by themselves?

Without a doubt, the biggest risk of going it alone is the chance of being coerced into accepting a lowball offer. One that is way lower than what you deserve or are entitled to.

Victims often overlook the fact that some injuries and damages can linger for years to come. While many people are happy to accept payment covering their current expenses, they fail to recognize what the long-term implications may be.

A seasoned attorney can help determine the lifetime costs of an accident and ensure their clients are compensated accordingly. Keep in mind that once you accept an offer there's no going back later to ask for more.

Make sure you receive a settlement that actually meets your needs.

So how can you tell if you're getting paid what you deserve? More on that soon.

For now, just know that you can call us anytime at **512-481-2238** or [contact us](#) on the web if you need help.

Best Wishes

- Ryan

Douglas Law

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(Message #5)

WHAT'S MY CLAIM WORTH?

Hello again there *[FNAME]*,

You can probably guess what question we hear most often - ***“How much is my claim actually worth?”***

And for good reason. Trying to wrap your head around the true value of medical, legal or repair bills is enough to make anyone nervous. So while this is certainly a valid question, it's also one that's very difficult to answer.

Because it's complicated.

As any decent attorney will tell you, a thorough case analysis is required to accurately determine a dollar amount. You should be wary of lawyers who tell you otherwise. For example, here are just a few of the specific case elements to consider:

- **The type and extent of property damages**
- **Severity of any injuries involved**
- **Impact of those injuries** (temporary, permanent or unknown)
- **Ability to work and earn an income**
- **Impact on personal relationships and family**
- **Pain and suffering**
- **Degree of negligence** (DUI, hit-and-run, etc.)
- **Medical Bills** (both current and future)

Again, these are the most basic questions to ask with many others to follow. With so much riding on the outcome of your claim, you owe it to yourself and your family to determine what's rightfully yours.

Without question, working with an experienced injury attorney is the best strategy to improve your settlement. A good lawyer understands how to correctly assess all aspects of your claim and determine an appropriate level of compensation.

By ignoring legal advice, you may be leaving a ton of value on the table.

While compensation is a big part of the picture, working with an attorney provides other benefits as well. We'll cover those in our next email.

Ready to get started now? Call us at **512-481-2238** or [contact us](#) today and we'll be happy to provide a free, no-obligation consultation regarding your claim.

Don't wait! The sooner you call the faster we can begin building your case.

Talk Soon
- Ryan

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(Message #6)
MINIMIZE YOUR STRESS AND ANXIETY

Hey *[FNAME]*,

In our last conversation, we discussed how **hiring an attorney can increase your final settlement amount**. However, that's not the only advantage of seeking legal counsel. Having a trusted partner to assist with your claim can make the entire process less stressful and more productive.

We mentioned earlier the importance of monitoring what you say and do around insurance adjusters. By now, you know that even the smallest lapse in judgment can potentially harm your case.

Thankfully, **you don't have to talk to the insurance companies**.

What many people fail to realize is that an attorney can handle these conversations for you. From the first inquiry to the final interaction, your lawyer can manage everything on your behalf.

Why put yourself through all the stress and hassle when you can avoid it?

It's not just about communication either - **an attorney can take care of negotiations as well**.

From what we've discussed recently, you'll be much better prepared to recognize a lowball offer when it comes your way. But being able to spot a bad deal - and knowing what can be done to fix it - are two very different animals.

We'll discuss settlements more in a bit. For now, just know that insurance companies "play ball" much easier when you have an attorney on your side.

Additionally, working with a lawyer makes sense should your case actually go to trial. While out-of-court settlements are common, certain instances dictate a courthouse visit as the only valid option.

If this is the case, your lawyer can represent you here as well.

This benefit saves you the stress of dealing with complicated legal issues, lengthy administrative hearings and relentless insurance company badgering. Your input and participation are important for your claim, but it's also comforting to know that your legal team is there to do most of the heavy lifting for you.

We have a lot more to talk about, but for now, just know that you're free to contact us anytime you have questions or concerns. Call **512-481-2238** or [contact us](#) online and we'll be glad to discuss the details surrounding your case.

We're here for you
Ryan Douglas

Douglas Law
www.austincopywriting.com

(Message #7)
IT PAYS TO ASK FOR HELP

Hello again *[FNAME]*,

The period immediately following an accident can be tough for anybody. Missed time from work, huge medical bills and uncertainty about the future weigh heavily on the victim's mind.

Because of these factors, many people choose to represent themselves in the hopes of saving what financial resources they have left. However, going it alone can cost you.

Fighting your own legal battle is almost never a good idea.

Truth be told, avoiding legal counsel puts money in the insurance companies pockets (and takes it out of yours). In fact, they've confirmed this theory via their own research.

A study by the [Insurance Research Council](#) showed that (on average) victims who worked with an attorney typically received a **3.5X larger settlement** than those who didn't. These numbers were based on the client's final compensation *even after all attorney fees were paid*.

For accident victims and their families, these kinds of payouts make for a stronger recovery and a better quality of life. That means more money to cover medical bills and lost wages, pay for property damages and repairs, and provide financial security for you and your loved ones.

Of course, getting these types of results is not an easy process.

Selecting the right attorney can make all the difference in how well your final compensation aligns with your financial needs. In these types of situations, experience is what matters most.

Look for a proven track record of success and a long history of serving clients in cases similar to your own. There's a lot riding on the outcome of your claim, so it's important to consider all aspects of an attorney's value (not just the price of their services).

While it may seem expensive at first, **choosing the right attorney can significantly increase your final settlement.**

Remember, there are many factors involved in determining an accident's true value. Working with an experienced lawyer is the best way to ensure no important details are overlooked (or undercompensated).

Up next, we'll share some examples of clients we've helped in the past. You may be surprised to learn just how much your claim can be worth.

Until then, feel free to reach out and get the conversation started. [Contact us](#) now or call **512-481-2238** to set up your free, no-obligation consultation. There's no charge to talk to us, and we'll gladly tell you where you stand (whether you choose to work with us or not).

I look forward to hearing from you.

- Ryan

Douglas Law

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(Message #8)

WHY CHOOSE DOUGLAS LAW

Hi *[FNAME]*,

Last time we talked about how choosing the right attorney can improve your financial outlook in the majority of cases. Not only that, but working with a lawyer makes the entire claim process smoother and less stressful.

The biggest reason? **Experience.**

At [Douglas Law](#), our team of highly-skilled attorneys have over 150 years of combined legal experience and take great pride in assisting families in their time of need. Our unparalleled knowledge of accident laws and litigation means we can handle even the toughest cases and still produce amazing results.

In fact, senior partner [Ryan Douglas](#) spent 10 years of his career serving as a defense attorney for several major insurance companies. This experience provided Ryan with invaluable insight regarding the defense tactics the insurance industry uses and, likewise, the best strategies to combat them.

But don't just take our word for it - review some of our client's results and see for yourself.

- **\$2,500,000 Settlement:** *Truck/Big Rig Injury Accident.* This case involved allegations against a trucking company for negligently changing lanes and colliding into our client's vehicle. The vehicle overturned and the client suffered head injuries. The matter settled on the first day of trial. The defendants increased their offer from \$900,000 to \$2,500,000.
- **\$1,000,000 Settlement:** *Truck v. Automobile Injury Accident.* Our client was a truck driver who was rear-ended. He underwent a one-level cervical fusion. He

worked for two years following the accident until he was no longer able to perform his job duties.

- **\$400,000 Settlement:** *Automobile Injury Accident.* Our client, age 42, was driving a large Dodge pickup truck and was rear-ended by another truck. An MRI and discogram revealed injury to four levels of her neck. The neurosurgeon agreed that it was extremely rare to have four levels affected. It is as if you bend a coat hanger, you only expect it to bend in one spot. A repeat discogram was performed, and this time it revealed only a problem at one level. Our client was told she needed surgery and she declined. Her wage loss was minimal, however we argued for loss of future income based upon reduced work life. Her case was resolved for \$400,000.

Keep in mind that the circumstances surrounding each case are unique and thus settlement amounts will vary. However, partnering with an attorney is always a great strategy for increasing your compensation and ensuring a fair settlement.

Our firm has a strong history of helping clients and making the insurance claim process as satisfying and productive as possible. We welcome the opportunity to do the same for you.

Although it's easy to see the benefits of working with a qualified injury attorney, many people are still reluctant to do so. Mainly, out of fear regarding the potential costs and fees that may be involved.

Thankfully, this is no longer an issue.

We'll discuss that next time. For now, if you want to learn more, or are ready to get started, give us a call at **512-481-2238** and let's talk. We'll be happy to answer any questions you have and provide a free, no-obligation review of your case.

See you soon
- Ryan

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(Message #9)

YOU DON'T PAY UNLESS YOU WIN

Hello *[FNAME]*,

After reading our last message, you know that many people worry about costs when it comes to hiring an attorney - but this need not be the case. Because most law firms work under what's known as a **contingency fee** basis.

In short, **you don't pay anything until your case is settled.**

That's right! No costs or charges are due until you receive payment for your case. Afterward, any attorney fees required are taken directly from your final settlement. That means you won't have any out-of-pocket legal fees while managing the details of your claim.

As you can imagine, this can be a huge relief for victims and their families.

It's also worth noting that there's no risk involved in hiring an attorney - even if you don't prevail in court. If you're worried about being stuck with a huge legal bill afterward, now you can relax.

If we can't win your case, you won't owe us anything.

Not only is this fact reassuring, but also means true honesty when it comes to evaluating your case. If we review the facts and feel that you don't have a claim, we'll let you know right away.

There's absolutely no reason to lead you on in a case that can't be won.

Keep in mind also that there's **no charge to speak with us**. You're never under any obligation to use our services and everything we discuss is kept in strict confidentiality.

You've really got nothing to lose.

That being said, we'd love to have the opportunity to assist with your case. Our team of friendly, professional legal experts is ready to answer your questions and provide the solutions you're looking for.

Wondering if you have a claim or need help determining what it's worth? Not sure where to begin? [Contact us](#) now or call **512-481-2238** and we'll guide you through the entire process.

We're ready to help and look forward to serving you.

Best Wishes
- Ryan

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(Message #10)
YOU DESERVE BETTER

Hello *[FNAME]*,

In the end, what matters most is protecting your rights and ensuring your family is taken care of. Choosing to hire an attorney is a big decision and one that should be carefully evaluated. On behalf of the entire team at [Douglas Law](#), it would be our pleasure to serve you in resolving your claim.

We love helping our clients with their legal needs and consistently exceeding expectations along the way. Our team understands there's a real person behind each and every case - that's why we work so hard to ensure both you and your loved ones are supported throughout your legal journey.

We're available anytime you have questions to provide the answers and peace of mind that you're looking for.

Dealing with an accident is hard enough - medical issues, lost time from work and the inevitable pain and suffering from the experience. Why not let us take some of the stress and uncertainty off your hands?

Our staff of seasoned attorneys can handle the entire claim process from start to finish. From investigating your case and injuries, to dealing with insurance company lawyers, even negotiating the final settlement. We leave nothing to chance.

Why? Because we know what's most important to our clients - **recovery and getting back to life**.

If you or someone you know needs help with an accident claim, call **512-481-2238** and we'll get started right away. Or, if you prefer, you can [contact us](#) online and we'll gladly provide a **free case evaluation** and summary of your legal options.

Don't wait any longer! The sooner we get started the stronger your case and settlement can be. Contact us today to learn more.

Sincerely,
Ryan Douglas

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