



\$872,000 in **Signed Pipeline.** 30 Days. One **Standout Impact Assistant.**

A high-volume personal injury firm ran a deliberate Q4 and Q1 pullback. Reduced marketing spend. Scaled back the team. Made the internal staffing adjustments they wanted to make. Then they ramped back up, with Attorney Assistant in the mix. One Impact Assistant stood out across their entire intake operation. In one month alone, he signed 109 cases. At an \$8,000 average PI case value, that's \$872,000 in pipeline revenue from a single seat.

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109

CASES SIGNED IN 30 DAYS

\$872K

ATTRIBUTABLE PIPELINE REVENUE

1

STANDOUT IMPACT ASSISTANT

\$8K

AVERAGE PI CASE VALUE

THE CLIENT

A high-volume PI operation. Built for scale.

This client came to us with a sophisticated marketing operation, a large internal team, and high-volume intake. The firm was built for scale, and they managed that scale deliberately.

The lead flow was real. The operation did not need a tutorial on what intake looks like.

THE SETUP

They didn't come to us with a problem. They came to us with a plan.

In Q4 and Q1, the firm made a deliberate move. They pulled back on marketing spend, scaled back the team, and used the quieter period to make the internal staffing adjustments they had been wanting to make. Strategic pullback, not crisis contraction.

By Q2, they were ready to scale back up. Marketing spend went back up. Lead flow followed. And as part of that ramp-up, they brought Attorney Assistant in.

This case study is about what happened next.

THE SOLUTION

Impact Assistants placed into the Q2 ramp-up. One stood out.

We placed Impact Assistant Intake Specialists into the firm's operation as part of their Q2 ramp-up. Not generalists. Not receptionists. Trained intake specialists whose entire shift is dedicated to one thing: turning inbound interest into signed retainers.

01

Speed-to-lead on inbound calls and form fills

02

Structured intake script built for PI signing

03

Persistent outbound follow-up across call, text, and email

04

Live-handoff coordination with the firm's case managers

05

CRM hygiene so nothing leaks between systems

06

Coverage during the hours the firm needed coverage most

Across the team we placed, one Impact Assistant stood out.

THE MATH

The numbers, **unrounded.**

INPUT	VALUE
Specialists deployed (standout)	1
Time window	30 days
Cases signed	109
Avg. PI case value	\$8,000
Attributable pipeline	\$872,000

Annualized run-rate: \$10.46M in signed pipeline from a single intake seat.

Assumes the same monthly performance held across 12 months.

The firm's scale-up plan delivered exactly what scale-up plans are supposed to deliver. The standout performer delivered more.

WHY HE STOOD OUT

Three things. None of them **complicated.**

01**Speed.**

Leads were touched fast. Not "when someone's free." Fast.

02**Persistence.**

Follow-up sequences ran multi-touch across channels. The cases that other people would have written off as cold got worked until they signed or declined.

03**Specialization.**

The seat did one job. Sign cases. Not file paperwork. Not answer transfers. Sign cases.

The gap between an average intake specialist and a great one isn't a gap of methodology. It's a gap of execution. And in 30 days, that gap is worth six figures.

THE RESULT

109SIGNED CASES IN ONE
MONTH**One standout Impact
Assistant. 109 signed
cases.**

A single month makes the performance gap hard to ignore.

WHAT THIS MEANS FOR YOUR FIRM

**The question at the top of the
market isn't "stop the leak." It's
"who's in the seat?"**

Big firms don't have the intake problems small firms have. They run sophisticated operations with trained teams and process discipline. The story at the top of the market is who is sitting in each intake seat, and how much pipeline each one produces.

For this client, one seat produced \$872,000 in one month.

If you run a smaller firm, the same math applies in compressed form. Every intake seat has a top-performer version and an average-performer version. Over a year, the difference between them is the difference between hitting your growth plan and missing it.

That's not a marketing problem. That's a placement problem.

NEXT STEP

Scale the **Right** Way. With the **Right** People.

Book a 30-minute intake call. We'll talk about your scale plan, your team, and what it would take to find the Impact Assistant who turns into your top performer.

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Case results reflect a single 30-day operational window. Performance attributed to one Impact Assistant within a larger placed team. Average PI case value of \$8,000 reflects industry benchmark for signed PI matters. Actual settlement and fee outcomes vary by case.

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