

PI ATTORNEY REFERRAL SYSTEM

48 Ready-to-Send Personal Injury Attorney Emails

Designed to get personal injury attorney referral partners for your chiropractic practice

STEP-BY-STEP INSTRUCTIONS

1. Find-and-replace placeholders: [Practice Name], [Doctor Name], [Attorney Name], [Law Firm Name], [City], [Practice Email Signature].
2. Copy one email at a time. Use the subject line as written. Paste the body. Add your signature block.
3. Send in order. Do not skip. Do not send two emails on the same day to the same attorney.
4. Cadence: Emails 1 through 6 every 3 business days. Emails 7 through 18 once a week. Emails 19 through 36 every 10 to 14 days. Emails 37 through 48 every 2 to 3 weeks.
5. Stop the sequence if they reply, refer a patient, book a call, or ask to be removed.
6. Every other email (1, 3, 5, 7, 9, 11, 13, 15, 17, 19, 21, 23, 25, 27, 29, 31, 33, 35, 37, 39, 41, 43, 45, 47) includes the 23% partnership line and the footnote. Leave both in place.
7. Send from a named inbox. One attorney per email. Keep a simple log: date, email number, reply, referred, do-not-contact.
8. If they reply YES or INFO, send the one-page referral sheet and offer a 12-minute walkthrough or one live file.
9. After Email 48, stop. Do not restart at Email 1 unless they asked for more information.

PLACEHOLDERS:

[Attorney Name]

[Law Firm Name]

[Practice Name]

[Doctor Name]

[City]

[Practice Email Signature]

**Average observed on cases supported by clear pre-trial analysis and medical documentation.*

Results vary. Not a guarantee of any settlement or verdict.

EMAIL 1: A BETTER PI REFERRAL RESOURCE

Subject: A Better PI Referral Resource for [Law Firm Name]

[Attorney Name],

When you refer a personal injury patient to [Practice Name], you receive more than chiropractic care and thorough notes.

You also receive proprietary case-support tools designed to strengthen case presentation and help your firm pursue a stronger settlement when the facts support it.

We would welcome the chance to become a trusted PI referral resource for [Law Firm Name].

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

Would you be open to a brief conversation?

Sincerely,

[Practice Email Signature]

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EMAIL 2: MORE THAN TREATMENT

Subject: More Than Treatment

[Attorney Name],

Chiropractic care is only one part of helping your PI clients.

At [Practice Name] we combine quality care and comprehensive documentation with proprietary tools designed to strengthen how the file is presented.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

I would be happy to demonstrate it for you.

Sincerely,

[Practice Email Signature]

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EMAIL 3: AN EXTRA ADVANTAGE

Subject: An Extra Advantage for [Law Firm Name]

[Attorney Name],

When you are building a PI case, the treating chart is either an asset or a problem.

[Practice Name] is set up so the chart is an asset: detailed notes, timely records, and case-support tools your office can use when the file is being valued.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

Would you like a short look at what referring counsel receives?

Sincerely,

[Practice Email Signature]

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EMAIL 4: DOCUMENTATION FIRST

Subject: Documentation Built for Counsel

[Attorney Name],

Adjusters discount thin charts. Defense counsel reads every gap.

Our PI notes include mechanism of injury, objective findings, function, and a timeline your demand package can use.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

That is the baseline at [Practice Name].

Sincerely,

[Practice Email Signature]

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EMAIL 5: CASE PRESENTATION

Subject: Stronger Case Presentation

[Attorney Name],

Treatment alone does not move a stubborn desk.

Our referring attorneys also receive proprietary case-support tools designed to strengthen case presentation before demand or mediation.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

A brief walkthrough will show you what that looks like on a live matter.

Sincerely,

[Practice Email Signature]

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EMAIL 6: FIRST THIRTY DAYS

Subject: The First 30 Days Decide the Demand

[Attorney Name],

Carriers read month one harder than month four.

When a client starts with us, onset, consistency, work limits, and the reason for care are in the chart early, so you are not reconstructing the story at demand time.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

We keep PI slots for attorney-referred patients for that reason.

Sincerely,

[Practice Email Signature]

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EMAIL 7: BEFORE YOU DEMAND

Subject: Before You Send the Demand

[Attorney Name],

Once the demand is out, you are stuck with whatever the treating file says.

We built our documentation and case-support process for that moment, so you mail the strongest version the facts allow.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

Pick one file that is two weeks from demand. That is the cleanest test.

Sincerely,

[Practice Email Signature]

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EMAIL 8: LOCAL AND USABLE

Subject: Close to Your Client. Usable for Your File.

[Attorney Name],

Clients need a local treating office. You need a chart you can attach without rewriting it.

[Practice Name] is built for both: [City]-area care and documentation meant for counsel.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

Would [Law Firm Name] like the one-page referral sheet?

Sincerely,

[Practice Email Signature]

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EMAIL 9: THE DESK IS PRICING YOU

Subject: The Desk Is Pricing the File and the Firm

[Attorney Name],

Adjusters price how ready the case looks, not only what the MRI says.

A sloppy treating chart makes a good firm look like it will take the first number.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

[Practice Name] exists to keep the medical side from advertising that weakness.

Sincerely,

[Practice Email Signature]

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EMAIL 10: GAPS IN CARE

Subject: A Gap Should Be a Fact, Not a Confession

[Attorney Name],

Clients miss visits. What the carrier uses is the silence in the chart.

We document return-to-care reasons and flare patterns so a gap is a fact, not a confession.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

If a referred client goes quiet, your office hears it from us first.

Sincerely,

[Practice Email Signature]

EMAIL 11: ONE FILE TEST

Subject: Use One Active File. Then Decide.

[Attorney Name],

The only honest test is a real matter.

Refer one PI client, or let us show the case-support review on a file already in treatment.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

Reply with a date of loss or a client initial. We will take it from there.

Sincerely,

[Practice Email Signature]

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EMAIL 12: COMPARE PACKETS

Subject: Keep Your Current Chiropractor. Compare One Packet.

[Attorney Name],

You do not have to replace anyone to evaluate [Practice Name].

Send the next complicated file here and compare completeness, turnaround, and whether the packet gives you something to say besides my client still hurts.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

That comparison is how most of our referring counsel started.

Sincerely,

[Practice Email Signature]

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EMAIL 13: LOOK LIKE YOU CAN TRY IT

Subject: You Do Not Have to Try It. You Have to Look Ready.

[Attorney Name],

Carriers settle with firms that appear prepared.

The treating chart is part of that look. Ours is organized so the medical half can be walked through with a jury if it comes to that.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

That is what [Law Firm Name] should expect from every PI referral, including us.

Sincerely,

[Practice Email Signature]

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EMAIL 14: WHAT WE WILL NOT DO

Subject: What [Practice Name] Will Not Do on a PI File

[Attorney Name],

We will not invent disability. We will not hold records to manufacture leverage. We will not write a narrative the notes cannot back.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

Inflated charts get cut. Clean charts get paid. We write the second kind.

Sincerely,

[Practice Email Signature]

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EMAIL 15: IMAGING AND FUNCTION

Subject: Imaging Is Not the Whole File

[Attorney Name],

A normal MRI does not end a legitimate injury. A vague chart does.

[Practice Name] documents function, consistency, and clinical course so the file is not forced to stand on a single image.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

That is often the difference between a coupon offer and a real number.

Sincerely,

[Practice Email Signature]

*Average observed on cases supported by clear pre-trial analysis and medical documentation. Results vary. Not a guarantee of any settlement or verdict.

EMAIL 16: DEMAND LETTERS

Subject: Stronger Demand Letters Start With the Chart

[Attorney Name],

A demand letter cannot repair a thin treating file.

[Practice Name] builds the medical half so your letter has findings, function, and a timeline to stand on.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

That is settlement support, not clinic marketing.

Sincerely,

[Practice Email Signature]

*Average observed on cases supported by clear pre-trial analysis and medical documentation. Results vary. Not a guarantee of any settlement or verdict.

EMAIL 17: AFTER CARE ENDS

Subject: What You Get When Care Ends

[Attorney Name],

Discharge should not be a mystery.

You receive a closing picture: what improved, what remains, why care stopped, and a current ledger. That packet should be demand-ready, not a project for your paralegal.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

That is how [Practice Name] closes a PI file.

Sincerely,

[Practice Email Signature]

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EMAIL 18: NO LUNCH REQUIRED

Subject: No Lunch. No Pitch Deck. One File.

[Attorney Name],

I am not asking for a calendar of introductions.

Send one personal injury client. Judge the documentation and the communication. Decide after that.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

If the file is better than what you get now, you will know. If it is not, you will also know.

Sincerely,

[Practice Email Signature]

*Average observed on cases supported by clear pre-trial analysis and medical documentation. Results vary. Not a guarantee of any settlement or verdict.

EMAIL 19: PREMISES AND AUTO

Subject: Auto, Premises, and the Same Documentation Standard

[Attorney Name],

The crash type changes. The chart standard should not.

Whether the client slipped or was rear-ended, [Practice Name] documents mechanism, findings, and function the same way, so your demand format does not change by clinic.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

That consistency is the point.

Sincerely,

[Practice Email Signature]

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EMAIL 20: STILL WORTH A LOOK

Subject: Still Worth a Look for [Law Firm Name]

[Attorney Name],

I know the inbox is crowded.

If [Law Firm Name] is open to one additional PI treating resource, look at [Practice Name] for the documentation and the case-support tools, not another brochure about adjustments.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

Reply INFO and I will send the one-page sheet.

Sincerely,

[Practice Email Signature]

*Average observed on cases supported by clear pre-trial analysis and medical documentation. Results vary. Not a guarantee of any settlement or verdict.

EMAIL 21: QUICK CALL

Subject: Twelve Minutes on How the Referral Works

[Attorney Name],

I can show you the documentation standard, the records turnaround, and the case-support tools in one short call.

No sales deck. A sample packet and the process [Law Firm Name] would actually use.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

What day this week is least inconvenient?

Sincerely,

[Practice Email Signature]

*Average observed on cases supported by clear pre-trial analysis and medical documentation. Results vary. Not a guarantee of any settlement or verdict.

EMAIL 22: YOUR NEXT NEW CLIENT

Subject: Your Next New PI Client

[Attorney Name],

The next client who needs a chiropractor is the easiest test.

Send them to [Practice Name]. Watch the first-month notes and the first records request.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

Everything after that is just whether you want the second client to go to the same place.

Sincerely,

[Practice Email Signature]

*Average observed on cases supported by clear pre-trial analysis and medical documentation. Results vary. Not a guarantee of any settlement or verdict.

EMAIL 23: CLOSE THE LOOP SOON

Subject: Before I Close This Loop

[Attorney Name],

I wanted to reach out once more while this is still a live introduction.

If [Law Firm Name] wants another PI chiropractic resource, I believe the documentation and the analysis are worth a look.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

Would you like more information, or should I close the file on our side?

Sincerely,

[Practice Email Signature]

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EMAIL 24: FINAL CONTEXT

Subject: Last Note on Context

[Attorney Name],

Most introductions fail because they ask for a relationship before they show the work.

This sequence was meant to show the work: care, documentation, responsiveness, and proprietary tools for case support.

Unlike other personal injury chiropractors, [Practice Name] works with attorneys to help increase personal injury settlements by 23% or more when supported by clear pre-trial analysis and medical documentation.*

If that is useful to [Law Firm Name], the next step is one file or one call.

Sincerely,

[Practice Email Signature]

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