

01 · WHY THIS STAGE

The letter went out.
Then everyone went quiet.

Silence is the norm in legal intake, not the exception: in Clio’s 2024 secret-shopper work, a third of firms answered an email enquiry at all, and under a fifth gave a clear next step. So the unsigned engagement letter sitting in a client’s inbox is not a slight against you — it is the default state of the profession. Four restrained touches over eight days is enough to break it without sounding like a debt collector.

Source: Clio Legal Trends Report 2024.

02 · THE CADENCE

WHEN	WHO AND HOW	THE JOB OF THE TOUCH
Day 0	Fee earner · email	Letter, plus one line on what happens the day it comes back.
Day 2	Fee earner · same thread	Offer to walk them through it. Not a chase — an open door.
Day 5	Fee earner · phone	The call, from the person who took the matter. Not the assistant.
Day 8	Fee earner · email	Close the loop. Name a date you will close the file, and mean it.

Restraint reads as confidence. Chasing doesn't.

03 • THE TWO MESSAGES

DAY 2 • REPLY ON THE SAME THREAD

Dear [name], the letter I sent on [day] covers scope, fees and how we bill. If any of it would be easier discussed than read, I have fifteen minutes on [day] or [day] and I'm happy to take you through it. If it's straightforward, a signed copy is all I need to open the matter.

DAY 8 • CLOSE THE LOOP

Dear [name], I don't want this sitting on your list. I'll keep the file open until [date]; after that I'll close it, and you're welcome to come back to me whenever the timing suits. Nothing is lost either way — if circumstances have changed, do say, and I'll stop writing.

04 • THE SHEET

Every letter out, and how long it
has *been unsigned*.

- 01 Copy the sheet: thepipelinefixer.com/sheets/law-letter-count — a row goes in the day the engagement letter leaves.
- 02 Fee earner's name in the owner column. The assistant may fill the row; the fee earner owns it.
- 03 Read on a Monday. Anything past day eight gets closed or gets a call.

05 • THE SCORING KEY

0–2 days Normal. The client is reading it.

3–7 days Watch. Something in it needs explaining, and they won't ask.

06 • WHAT TO DO WITH YOUR TOTAL

Fill in the sheet, send me the total,
and I'll tell you *what it says*.

Reply to help@thepipelinefixer.com with the number of letters out and how many are past day eight. I'll write back with what that ratio usually means for a firm your size and which touch is missing. No call needed. Whole pipeline: thepipelinefixer.com/leak-check.