ENGINE SETUP PLAYBOOK

Intake Response Engine

Respond to every new lead in minutes and walk them to a booked consult.

For: Solo and small firms losing leads to slow or inconsistent follow-up. **Price:** $700 (installed for you, included)

What's inside

- Nine-stage intake pipeline, from New Lead to Invoice Paid
- Instant new-lead response the moment a form is submitted
- Intake form set: general, litigation, and transaction
- Consultation scheduling with confirmation
- Lead-source tracking
- Reports: conversion funnel, leads by period, leads by source

How it installs

This engine is delivered through the LexLabs Lawmatics agency. After a quick onboarding (we email Lawmatics support and CC you to add your firm to our agency; you reply to confirm), we push the engine's assets into your account in about one click. The steps below activate and customize what was shared, not rebuild it.

1. We confirm the intake pipeline and stages, named to your taste.
2. We add your real lead sources under Marketing Sources.
3. We map the intake forms to your custom fields and give you the embed code.
4. We set the from-address and signature on the instant-response email.
5. We activate the automations and run a test lead with you to confirm the flow.

Questions

Will it overwrite my setup?

No. It installs alongside what you have. Nothing is deleted.

Which plan do I need?

Any Lawmatics plan with pipelines, forms, automations, and custom reports.

Installed for you, included. We push the engine into your Lawmatics, map it to your fields and links, customize the copy, and run a short review call. No setup fee.