

Fictional immigration law firm “ABC Law Firm”

Goal: Convert potential bilingual clients into booked consultations for your firm

Audience: Spanish-speaking immigrants seeking legal status support

Challenge: Clients are often confused, anxious about booking due to language barrier and lack of clarity.

Solution: Four-part email sequence that builds trust, informs and lands bookings. My copy will include a translated version in each email for the benefit of the potential client, with a culturally adapted translation designed to eliminate confusion and make the complex legal information more accessible for Spanish-speaking clients. Found in *italics*.

- Call to action introduction
- Call to action follow up with informative article on the importance of legal assistance
- Consultation follow-up
- Case closed feedback email

Email 1: "Here's the next step in bringing your family together"

At (ABC law firm) you are one click away from reuniting your family and having the clarity, legal help you deserve! Below is a timeline and printable PDFs with the most common questions regarding the immigration process.

En ABC Law Firm, está un paso más cerca de reunirse con sus seres queridos. Tendrá el apoyo y las respuestas a sus preguntas de parte de nuestros expertos. No tiene que enfrentar esto solo, y aquí incluimos documentos que se pueden descargar que contienen respuestas a preguntas comunes sobre los procesos de inmigración.

Email 2: No immigration help can be the biggest mistake in your case!

ABC law firm is ready to help you navigate through this very important moment in your life. Are you ready to make it happen? Click the link below to book a consultation and avoid a mistake one can make in their immigration case - Going about such a meticulous process without the expert help you and your family deserve.

La oficina de ABC Law Firm está listo para ayudarlo a navegar por estos momentos difíciles en su vida. ¿Está listo para empezar? Desplácese para tener una consulta con un experto de inmigración y evitar uno de los errores que uno puede cometer en su caso de inmigración - Navegar un proceso tan meticuloso sin la guía legal que usted y su familia merecen.

* Link to the article: “Make or Break your Case: Why Hire an Attorney” written by me, Savannah Rodriguez

Email 3: A step closer to your success. Help us help you!

ABC law firm thanks you for letting us be part of your family's journey through this time. Help us to give you the best representation we can give you! Here is an easy checklist of things we will ask you to provide us before we meet again.

En ABC Law Firm, le agradecemos la oportunidad de ser parte de este proceso. Ayúdenos a brindarle la mejor representación posible. A continuación encontrará una lista de documentos que le pediremos que nos proporcione antes de nuestra próxima cita.

* Checklist PDF is provided

- ☐ Valid passports, birth certificates / *Pasaportes válidos y certificados de nacimiento*
- ☐ Immigration history records / *Registros del historial migratorio*
- ☐ Certified police records criminal history (if applicable) / *Antecedentes penales certificados por la policía (si corresponde)*

Email 4: Case closed, but before we say goodbye...

ABC law firm was thrilled to see another happy client and to have been part of your story. However, there are many stories like yours that still await a happy ending. Your feedback and referrals are invaluable for us to keep helping others in their immigration journey. People just like you. Tell us, how did we do and don't forget to tell others too!

La oficina de ABC Law Firm está encantada de ver a otro cliente feliz y de poder haber contribuido a una historia feliz. Sin embargo, aún hay muchas historias como la suya que esperan un final feliz. Sus comentarios y referencias son invaluable para que podamos seguir ayudando a otras personas en su proceso migratorio, personas como usted. Cuéntenos, ¿cómo lo hicimos? ¡Y no olvide contárselo a los demás también!