JP MARKETING

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The $3,000 Facebook Injury Lead Generation Playbook

Facebook lead ads for truck drivers and construction workers, GHL filtering, and follow-up that books consultations

Free resource from JP Marketing · jpmarketing.co · Updated November 2026

What this playbook gives you

A step-by-step way for a personal injury law firm to spend **$3,000 on Facebook and Instagram ads**, get injury leads from **truck drivers and construction workers / contractors**, filter out the junk with **GoHighLevel (GHL)**, and turn the good leads into **booked consultations**.

You get:

- The rules you must follow first (bar, Meta, and texting laws)
- The campaign setup and $3,000 budget plan
- 8 ready-to-use ad ideas with copy
- The lead form questions
- The GHL workflow that filters trash leads
- Word-for-word text messages, emails, and call scripts
- A simple numbers sheet to see if it's working

> **Heads up:** This is marketing guidance, not legal advice. Every state bar has its own advertising rules. Have the firm check every ad, form, and message before it goes live.

Part 1: The rules (read this first)

Meta's "personal attributes" rule

Meta won't let your ad say or hint that the person reading it has a health problem or was hurt. Ads like **"Were you injured in a truck accident?"** often get rejected.

Risky (often rejected)	Safer
Were you hurt in a truck crash?	Truck drivers: know your rights after a crash on the job.
Your injuries deserve compensation.	Injured workers in New Jersey have rights. Learn them free.
Did you get hurt on a construction site?	Construction site accidents: what workers should know.

Risky (often rejected)	Safer
You need a lawyer now!	Free, private case review with a local attorney.

Tip: Talk about the topic, not about the reader. Use "workers," "drivers," "people," or "families" instead of "you were hurt."

Meta targeting has changed

- Meta took away **detailed targeting exclusions** (for example, "exclude people interested in X") in 2025.
- Meta removed or combined **more detailed targeting options** starting January 15, 2026.
- Interests and job titles you add now mostly act as **suggestions**. Meta can show ads to other people too.
- **What this means:** Your ad copy and video have to do the targeting. Call out 'truck drivers' and 'construction workers' right in the first line.

Lead form questions

Meta's lead ad rules limit custom questions that ask for sensitive info, like health details, insurance info, or criminal history. **Don't ask about injuries or medical care in the form.** Ask those on your intake call.

Texting and calling (TCPA)

Before you send automated texts or use auto-dialers, you need clear written consent. Put a consent line in the form (sample below), and keep proof. Always honor STOP right away.

Bar advertising rules

- Add 'Attorney Advertising' or other labels if your state requires them
- Name the firm and a responsible attorney where your state requires it
- No guarantees ('We'll get you $1 million')
- Past results need the disclaimers your state requires
- Be careful with any follow-up that could look like solicitation. Only contact people who asked to be contacted.

- Make sure your GHL texts and AI tools don't give legal advice

Meta and lawsuits against Meta

Meta started removing lawyer ads that recruit people to sue Meta's own platforms in 2026. Not a problem for truck and construction injury ads, but good to know.

Part 2: How the money flows

Step	What happens
1. Ad	Truck driver or worker sees an educational ad
2. Form	They tap, the form fills in their info, they answer 4 to 5 questions
3. GHL filter	GHL checks for junk: bad phone, duplicates, out-of-state, already has a lawyer
4. Speed to lead	Good leads get a text and a call within 5 minutes
5. Intake call	Intake team asks the real questions and books a consult
6. Consult	Attorney meets them (phone, video, or in person)
7. Signed case	Retainer signed

Part 3: The $3,000 campaign setup

Settings

Setting	Pick this
Campaign objective	Leads
Conversion location	Instant forms (Meta lead forms)
Budget	$100 a day for 30 days = $3,000

Setting	Pick this
Budget type	Campaign budget (Advantage campaign budget) so Meta moves money to winners
Location	Only the state(s) where the firm is licensed. Start with the metro areas near your offices.
Age	21 to 65 (most truck and construction workers)
Audience	Advantage+ audience, with suggestions: job titles/interests related to trucking, truck driving, CDL, construction, contractors, union trades (whatever is still available)
Placements	Advantage+ placements
Special ad category	Usually none for injury ads. If Meta asks, follow its choice.

Structure

Ad set	Angle	Ads
Ad set A: Truck drivers	Know your rights after a crash while driving for work	4 ads (2 videos, 2 images)
Ad set B: Construction / contractors	Job-site accidents: workers' comp vs. third-party claims	4 ads (2 videos, 2 images)

The 30-day plan

Days	What to do
1 to 3	Launch. Don't touch anything. Watch that leads flow into GHL.
4 to 7	Check cost per lead AND lead quality by ad. Call every lead fast.
8 to 14	Turn off the 2 to 3 worst ads (by cost per QUALIFIED lead, not just cost per lead). Add 2 new ads in the best angle.
15 to 21	Move budget to the winning ad set. Test a new hook on the winner.
22 to 30	Keep winners running. Note which ads booked consults. Plan month 2.

> **Tip:** Judge ads by cost per qualified lead and cost per consult, not cost per lead. Cheap junk leads are not a deal.

Part 4: 8 ad ideas you can use

Every ad: real attorney or real office in the video/photo, firm name, required labels, and a soft call to action.

Ad 1: Truck driver rights (video)

Hook (first 2 seconds, on screen): "Truck drivers: 3 things to know after a crash on the job."

Primary text: Driving for a living is tough. When a crash happens on the road, a lot of drivers don't know the difference between workers' comp and a claim against another driver or company. Our New Jersey attorneys explain your options in a free, private case review. No fee unless we recover money for you. Attorney Advertising.

Headline: Truck Drivers: Know Your Rights

Button: Get Quote (or Learn More)

Ad 2: Workers' comp vs. third-party (image)

Image: Simple graphic: "Workers' Comp vs. Third-Party Claim: What Truck Drivers Should Know." Firm logo.

Primary text: Workers' comp may only be part of the story. If another driver or company caused a crash, there may be another claim too. Get a free, private case review from a local injury attorney. Attorney Advertising.

Headline: Free Case Review for Drivers

Ad 3: Construction site accidents (video)

Hook: Attorney standing near (not on) a job site: "Construction site accidents: here's what workers should know."

Primary text: Falls, equipment accidents, and unsafe sites happen every day. Workers often have more options than they think, especially when a general contractor, property owner, or equipment maker is involved. Free consultation with a New Jersey construction accident attorney. Hablamos español. Attorney Advertising.

Headline: Construction Workers Have Rights

Ad 4: The 3 mistakes (carousel)

Cards: 1) Giving a recorded statement too fast. 2) Waiting too long. 3) Thinking workers' comp is the only option. 4) Free case review.

Primary text: 3 common mistakes we see after work accidents, and how to avoid them. Swipe through. Attorney Advertising.

Headline: 3 Mistakes Workers Make

Ad 5: Spanish version (video)

Hook: "Trabajadores de construcción: conozcan sus derechos."

Primary text: Una consulta gratis y privada con un abogado local. Hablamos español. No cobramos a menos que ganemos. Publicidad de abogados.

Headline: Consulta Gratis en Español

(Only run this if a Spanish speaker can handle intake.)

Ad 6: Owner-operators (image)

Image: Photo of a semi on a highway (stock is OK here; no crash imagery).

Primary text: Owner-operators and company drivers: a crash caused by someone else can affect your truck, your income, and your health. Learn your options in a free, private review. Attorney Advertising.

Headline: Drivers: Free Case Review

Ad 7: Attorney intro (video)

Script (30 seconds): "Hi, I'm [Attorney], an injury lawyer here in [City]. For [X] years I've helped truck drivers and construction workers after accidents on the job. Most people don't know they may have more than one claim. If you want to understand your options, tap the button for a free, private case review. You don't pay us unless we recover money for you."

Headline: Meet Your Local Injury Attorney

Ad 8: Social proof (image)

Image: Real client review (with permission and required disclaimers).

Primary text: "They answered every question and treated me like family." Read what workers say about [Firm]. Free consultation. Past results do not guarantee future outcomes. Attorney Advertising.

Headline: Trusted by Local Workers

Images to avoid: crash scenes, blood, injuries, ambulances, money piles, gavels with dollar signs. They can get rejected as sensational, and they attract the wrong leads.

Part 5: The lead form

Form type: Higher intent (adds a review screen so people confirm before sending). Fewer leads, better leads.

Intro: "Free, private case review. A member of our team will contact you to learn more."

Questions (multiple choice is best):

1. Which state did the accident happen in? (list your licensed states + 'Other')
2. What kind of accident was it? (Truck/vehicle crash while working, Construction site accident, Other work accident, Other)
3. When did it happen? (In the last 30 days, 1 to 6 months ago, 6 to 12 months ago, More than 1 year ago)
4. Do you already have a lawyer for this? (Yes / No)
5. Best time to reach you? (Morning, Afternoon, Evening)
6. Full name, phone, email (pre-filled by Meta)

Consent / disclaimer text (have the firm approve):

> By submitting, you agree that [Firm Name] may contact you about your inquiry by phone, text (including automated texts), and email at the number and email provided. Consent is not required to hire us. Message and data rates may apply. Reply STOP to opt out. Submitting this form does not create an attorney-client relationship. Attorney Advertising.

Thank-you screen: "Thanks! We'll text and call you shortly. Want to talk now? Tap to call." (add a call button).

Part 6: The GHL setup

Connect Facebook to GHL

1. In GHL, go to Settings > Integrations and connect your Facebook page.
2. Map the lead form fields to GHL contact fields and custom fields (state, accident type, timing, has lawyer, best time).
3. Create a pipeline: **PI Leads** with stages: New Lead > Contacted > Qualified > Consult Booked > Consult Held > Signed > Not a Fit / Junk.
4. Turn on phone number validation in GHL (in your phone settings) so bad numbers are flagged.
5. Set up a missed-call text-back on the firm's tracking number.

The trash-lead filter workflow

Trigger: Facebook Lead Form Submitted (your form)

Check	If true	Action
Phone number invalid	Tag: junk-bad-phone	Move to Junk. Send email only: 'We couldn't reach you, reply with your best number.'
Contact already exists with tag pi-lead in last 60 days	Tag: duplicate	Don't restart the sequence. Notify intake: 'Duplicate lead: check notes.'

Check	If true	Action
Name looks fake (one letter, 'test', numbers)	Tag: review-name	Send to manual review list
State = Other	Tag: out-of-area	Send polite text: we can't help in that state; share state bar referral link. Stop.
Has lawyer = Yes	Tag: has-attorney	Send polite text: we can't interfere with your current lawyer; if that changes, reach out. Stop.
Accident type = Other	Tag: review-type	Send to intake for a human check (still call them)
Happened more than 1 year ago	Tag: review-timing	Flag for attorney review on deadlines (still call)
Everything else	Tag: pi-lead-qualified-form	Start Speed-to-Lead workflow

Tip: GHL can catch obvious junk. It can't decide if someone has a real case. That's the intake team's job, using the firm's own intake rules.

Speed-to-lead workflow (first hour)

Time	Action
0 min	Text #1 + internal alert to intake (SMS + app notification)
0 to 1 min	Auto call-connect to intake team (round robin). If no answer, retry in 2 min.
2 min	Email #1
15 min	If not contacted: Text #2
60 min	If not contacted: call attempt #3 + voicemail drop
Any time they reply	Stop the automation, alert intake, and move to Contacted

Part 7: The follow-up messages (word for word)

Keep texts short. Use first names. Always identify the firm. Never give legal advice by text.

Text #1 (instant):

> Hi [First Name], this is [Name] from [Firm]. Thanks for asking about a free case review. I'm calling you in a minute from this number. If now's bad, reply with a better time. Reply STOP to opt out.

Text #2 (15 min):

> Hi [First Name], sorry we missed you! When's a good time for a quick 10-minute call about your case review? Reply with a time, or call us at [phone].

Email #1 (instant):

> **Subject:** Your free case review with [Firm]
>
> Hi [First Name],
>
> Thanks for reaching out. A member of our team will call you shortly from [phone].
>
> On the call we'll ask a few simple questions about what happened so an attorney can review your options. It's free and private.
>
> Want to pick a time instead? [Booking link]
>
> [Attorney Name] [Firm] | [Phone] Attorney Advertising. This email doesn't create an attorney-client relationship.

Voicemail script:

> "Hi [First Name], it's [Name] from [Firm] returning your request for a free case review. Call or text me back at [number]. Again, [number]. Talk soon."

The 7-day follow-up (if they haven't talked to you yet)

Day	Channel	Message
Day 1 AM	Call + text	Hi [First Name], [Name] from [Firm] again. Still want that free case review? Reply YES and I'll call, or book here: [link]
Day 1 PM	Call	Voicemail if no answer
Day 2	Email	Subject: Workers' comp vs. third-party claims (quick read). Short educational email + booking link.
Day 3	Call + text	Quick question, [First Name]: would mornings or evenings be better for a 10-min call?
Day 5	Text	Hi [First Name], I don't want you to miss any deadlines that may apply. If you still want a free review, reply YES.
Day 7	Email + text	Should I close your file? If you still want help, just reply and we'll call. If not, no worries.
Day 14	Text	Checking in one last time. Our team is here if you need us: [phone]
Day 30+	Email monthly	Short, helpful newsletter (safety tips, rights info). Easy unsubscribe.

When they book a consult

When	Message
Right away	Text + email confirmation with date, time, how it works (phone/video/office), what to bring (accident report, photos, insurance letters, medical bills if they have them)
24 hours before	Reminder text: Reply C to confirm or R to reschedule
2 hours before	Reminder text + address/parking or video link
No-show (15 min after)	Text: 'We missed you! Want to reschedule? Pick a time: [link]'
No-show Day 1, Day 3	Call + text to rebook

After the consult

Outcome	Next steps in GHL
Signed	Move to Signed. Start client onboarding workflow. Remove from all marketing.
Thinking about it	Attorney follow-up call in 2 days + email with next steps
Not a fit	Polite text/email. Referral if appropriate. Tag not-a-fit.

Part 8: The intake call (quick script)

1. **Warm start:** "Thanks for reaching out. I'm sorry you're dealing with this. I'll ask a few questions so our attorney can review your options. It takes about 10 minutes."
2. **What happened:** when, where, what kind of accident, was it while working.
3. **Who was involved:** other drivers, companies, contractors, equipment.
4. **Treatment:** did they see a doctor (ask here, not in the ad form).
5. **Paperwork:** police report, claim numbers, letters from insurance.
6. **Other lawyers:** do they already have one?
7. **Book it:** "Our attorney can review this with you. Do you prefer [time A] or [time B]?"

Part 9: Your numbers sheet

Fill this in weekly. The example column uses **made-up numbers** just to show the math.

Number	How to get it	Example (made-up)	Your week
Ad spend	Meta Ads Manager	$700	
Leads	Meta / GHL	50	
Cost per lead	Spend / Leads	$14	
Junk leads	GHL tags	15	
Qualified leads	Leads - junk - not a fit	20	
Cost per qualified lead	Spend / Qualified	$35	

Number	How to get it	Example (made-up)	Your week
Contact rate	Contacted / Qualified	75%	
Consults booked	GHL pipeline	8	
Consults held	GHL pipeline	6	
Signed cases	GHL pipeline	1	
Cost per signed case	Spend / Signed	$700	

Tip: Injury cases can take months to settle, so judge month 1 by consults held and signed cases, not fees collected. Track each signed case back to the ad it came from.

Part 10: Fix-it guide

Problem	Likely fix
Ads rejected	Remove 'you/your' + injury words. Talk about the topic, not the reader.
Lots of junk leads	Use Higher intent form. Add the 'already have a lawyer' and timing questions. Remove 'free money' feeling from ads.
Leads don't answer	Call faster (under 5 min). Text first. Call at their 'best time'.
Leads but no consults	Improve intake script. Offer phone/video consults. Add booking link.
Consults but no signed cases	Check targeting (state), case types, and attorney follow-up.
Costs rising	Refresh creative every 2 to 3 weeks. Test new hooks.

Launch checklist

- [ ] Firm approved all ads, forms, and messages
- [ ] Required bar labels and disclaimers added
- [ ] Consent text in the form

- [ ] Form connected to GHL and fields mapped
- [ ] Phone validation on
- [ ] Trash filter workflow tested with fake leads
- [ ] Speed-to-lead workflow tested (call + text arrive in under 1 min)
- [ ] Intake staff schedule covers ad hours
- [ ] Consult calendar and reminders set
- [ ] Numbers sheet ready

Sources for 2025-2026 platform changes: Meta targeting exclusions removal (Meta for Developers), Detailed targeting changes effective Jan 15, 2026 (MediaPost), Meta personal attributes policy (Meta Transparency Center).

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.