FREE GUIDE + TEMPLATES

Attorney Email Outreach 101

+ 8 Email Templates

For nurses becoming legal nurse consultants and nurse expert witnesses

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Most attorneys don't go looking for a nurse consultant until they need one. Your job is to make sure that when they do, your name is already in their inbox and in their head. Email is the simplest way to start. It is free, it is quiet, and a good one takes five minutes.

This guide shows you who to write to, how to find them the right way, how to stay on the right side of email rules, and exactly what to say. Copy the templates at the end and make them yours.

ABOUT THE AUTHOR

Brandy Seyller, BSN, RN, CAVRN, CLNC has more than 22 years of nursing experience, with a background in critical care, CVICU, and ECMO. She has been a legal nurse consultant since 2017 and also works as a nurse expert witness, and she founded ClinicianExperts.com, an expert referral network that connects attorneys with clinician experts. Through The RN Consultant, she helps nurses build the skills and business foundation for legal work.

1 Who to email

Start with the firms whose cases live in your clinical world.

- **Medical malpractice firms (plaintiff and defense).** Hospital care, surgery, critical care, birth injury, medication errors.
- **Personal injury firms.** Car wrecks, falls and trauma cases are full of medical records that need to be organized and explained.
- **Nursing home and long-term care firms.** Falls, pressure injuries, dehydration, neglect. Nursing standard of care is the center of these cases.
- **Workers' compensation firms.** Injury timelines, treatment history, case management questions.
- **Product liability firms.** Drug and device cases need someone who can read the chart and find what matters.

Plaintiff firms represent patients and families. Defense firms represent hospitals, providers, nursing homes and insurers. Both hire nurses. Pick the side (or both) that fits your goals, and stay consistent so no one sees a conflict.

Tip: Solo and small firms are often the best place to start. They usually don't have a nurse on staff.

2 How to find emails ethically

Use public, professional sources only.

- **The firm's own website.** Attorney bio pages often list a direct email. This is your best source.
- **Your state bar's lawyer directory.** Many state bars have a public member search that shows office contact information.
- **LinkedIn.** Look at the attorney's profile and the firm's page. Connect first, then email if their address is public.
- **Bar association and trial lawyer association member lists you belong to,** used the way the association allows.

Avoid buying email lists, guessing addresses, or scraping websites with tools. It hurts your reputation and your email account's sending reputation, and some lists break the rules of the sites they came from.

3 Email rules in plain words (CAN-SPAM basics)

In the United States, business email that promotes your services is covered by a federal law called CAN-SPAM. The Federal Trade Commission explains it here: https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business

In plain words:

- **Be honest about who you are.** Use your real name and real business name in the "From" line.
- **Write an honest subject line.** It should match what is inside the email. No "Re:" tricks and no fake urgency.
- **Include a real mailing address** for your business (a P.O. box or a registered mailbox can work).
- **Give an easy way to opt out,** like: "If you'd rather not hear from me, just reply and let me know." Then honor it quickly. The FTC guide says requests must be honored within 10 business days.
- **You are responsible** even if someone else (a virtual assistant or a tool) sends for you.

This is general education, not legal advice. If you send in bulk or to other countries, other rules may apply, so check with a lawyer.

4 Keep it short and personal

Attorneys read email between hearings, on a phone. Make it easy.

- **Aim for 75 to 150 words.** Three short paragraphs at most.
- **Personalize the first line.** Mention a case type they handle, an article they wrote, a talk they gave, or a mutual connection. One real sentence beats three generic ones.
- **Say who you are and what you do in one line.** "I'm a critical care RN and legal nurse consultant. I help firms like yours review and summarize medical records."
- **Show one clear benefit.** Save time, spot standard of care issues early, organize the chart before a deposition.
- **Ask for one small next step.** A 15 minute call, a reply, or permission to send your CV.

5 Subject lines that get opened

Keep them short, plain and specific. Ideas:

- Nurse consultant for your med-mal cases
- ICU nurse for record review, [Firm Name]
- Quick question about your nursing home cases
- Following up: nurse expert witness, [Specialty]
- Great meeting you at [Event]
- Thank you for the referral

6 Timing

- **Send Tuesday through Thursday,** mid-morning or early afternoon in the attorney's time zone. Mondays are busy and Fridays fade.
- **Send a few at a time.** Ten thoughtful emails a week beats one hundred copy-and-paste ones, and it protects your email account.
- **Write from a professional address,** like you@yourbusiness.com, with a simple signature: name, credentials, phone, website or LinkedIn.

7 Follow up (this is where the work gets done)

Busy attorneys miss first emails all the time, so the follow-up is often the one that gets the reply. A simple cadence:

- **Email 1:** your introduction.
- **Follow-up 1:** about one week later. Short, friendly, add one new useful thing.
- **Follow-up 2:** about two weeks after that. A polite last note that leaves the door open.

After that, stop emailing and stay visible in other ways: connect on LinkedIn, comment on their posts, say hello at a local bar event. If anyone asks you to stop, stop.

8 Track it in a simple sheet

A free spreadsheet is enough. Columns:

Columns: Name · Firm · Practice area · Side · Email source · Date sent · Follow-up 1 · Follow-up 2 · Reply? · Next step · Notes

Write down where you found each email address. It keeps you honest and helps if anyone asks.

9 What to attach (and what never to attach)

- **Do share:** a link to your legal CV, your LinkedIn profile, or your website. Links are friendlier than attachments to a stranger.
- **Wait to share:** your fee schedule. Send it when they ask or after a call.
- **Never attach:** medical records, case files, or work product from any real case.

10 HIPAA and confidentiality reminder

Never share patient information. Not names, dates, room numbers, unusual details, or stories that could identify someone, even "de-identified" ones that a reader could piece together. Never mention another client's case or another firm's matter. If you want to show your work, use a made-up sample chronology you created for practice.

11 Mistakes to avoid

- Long emails about your whole career.
- "Dear Sir or Madam" and other signs of a mass email.
- Attaching your CV, fee schedule and three samples to the first email.
- Promising outcomes ("I'll win your case"). Your value is clarity and clinical truth, not a promised result.
- Offering legal opinions. You give clinical opinions; the attorney handles the law.
- Emailing the same person every few days.
- Forgetting the opt-out line and your mailing address.
- Mixing plaintiff and defense pitches in ways that could look like a conflict.

Email templates

Replace everything in [brackets]. Keep each one short. Read it out loud before you send it.

Every template ends with the same footer:

> [Your Name], [Credentials]
> [Business Name] | [Phone] | [Website or LinkedIn]
> [Business mailing address]
> If you'd rather not receive emails from me, just reply and let me know.

Template 1: Introduction, legal nurse consulting services

Subject: Nurse consultant for your [med-mal / nursing home / PI] cases

Hi [Attorney First Name],

I saw [your firm handles nursing home neglect cases / your recent article on X / your talk at Y] and wanted to introduce myself. I'm a [specialty] RN with [number] years at the bedside and I work as a legal nurse consultant.

I help firms like yours review and organize medical records, build clear medical chronologies, and spot standard of care questions early, so you can decide on a case faster.

Would a 15 minute call next week be helpful? My CV is here: [link].

Thank you,

[Footer]

Template 2: Introduction, nurse expert witness

Subject: [Specialty] nurse expert witness, [State]

Hi [Attorney First Name],

I'm a [specialty] RN, currently practicing in [setting], with [number] years of experience in [areas]. I review cases and serve as a nurse expert witness on the nursing standard of care in [specialty areas].

If you have a case involving [examples: ICU monitoring, post-op care, falls, pressure injuries], I'd be glad to do an initial review and tell you honestly what I see.

My CV is here: [link]. Would a short call be useful?

Best,

[Footer]

Template 3: Follow-up 1 (about 1 week later)

Subject: **Re: Nurse consultant for your [case type] cases**

Hi [Attorney First Name],

Just following up on my note last week. One thing that often helps firms early on: a quick record review before a case is accepted, so you know where the clinical issues are before you invest time.

If that would help on anything you're looking at now, I'm happy to talk. [Link to CV]

Thanks,

[Footer]

Template 4: Follow-up 2 (about 2 weeks after follow-up 1)

Subject: **Closing the loop**

Hi [Attorney First Name],

I don't want to crowd your inbox, so this is my last note for now. If a case ever needs a [specialty] nurse's eyes on the chart, I'd be glad to help. I'll keep an eye out for your posts on LinkedIn in the meantime.

Wishing you a good [week / trial / season],

[Footer]

Template 5: After meeting at a conference or event

Subject: **Great meeting you at [Event Name]**

Hi [Attorney First Name],

It was great talking with you at [Event] about [specific thing you discussed]. Thank you for taking a few minutes.

As promised, here's my CV: [link]. I'm a [specialty] RN and legal nurse consultant, and I'd be happy to help whenever a case needs medical records reviewed or explained.

Would you like to grab lunch or a quick call in the next few weeks?

Best,

[Footer]

Template 6: After giving a CLE talk or lunch-and-learn

Subject: **Thank you for joining, [Talk Title]**

Hi [Attorney First Name],

Thank you for coming to my talk on [topic] at [Bar Association / Firm]. I hope it was useful.

Here are the slides and the checklist I mentioned: [link]. If any of your current cases involve [topic], I'm glad to take a first look at the records and give you a clinical overview.

Thanks again,

[Footer]

Template 7: Thank you for a referral

Subject: Thank you for the referral

Hi [Name],

Thank you so much for referring [Attorney Name / Firm] to me. I really appreciate your trust. I'll take good care of them and keep you posted [if appropriate and allowed].

If I can ever return the favor, please let me know.

Gratefully,

[Footer]

Reminder: share no case details in a thank-you note.

Template 8: LinkedIn connection note (under 300 characters)

Hi [First Name], I'm a [specialty] RN and legal nurse consultant in [City/State]. I enjoy following attorneys who handle [case type] cases and would love to connect. [Your Name]

WANT THE NEXT STEP?

The Attorney Events & Relationship Playbook ($17 add-on in The RN Consultant Expert Witness Toolkit) gives you a checked list of attorney conferences and local events with links, how to speak for CLE credit, how to turn a lunch into a relationship, and how to stay top of mind.

Disclaimer

Educational information only, not legal advice. Email laws differ by country and may change. Never share protected health information. Links were checked in November 2026 and may change.