

PI ICP Oracle

Everything we sell, write, pitch, and deliver is aimed at one person: the personal injury firm founder fighting to grow. If you can't hear their voice in your head, you can't serve them. This is the media diet that gets you inside it, plus the internal intel only we have. Named owners are accountable for building and maintaining their resource.

Podcasts

Rotate these into your commute and workouts. You're listening for pain points, vocabulary, and what keeps a founder up at night.

Personal Injury Mastermind (PIM)

Hosted by Chris Dreyer | 400+ episodes

Our own show. Start here. Elite PI founders and operators on marketing, intake, ops, and scale. Hundreds of avatar conversations back to back. Non-negotiable.

podcasts.apple.com/us/podcast/personal-injury-mastermind-w-chris-dreyer/id1501754955

LawHer

Hosted by Sonya Palmer, Rankings.io

Our second in-house show. The boldest women in law on ownership, leadership, and power. A growing slice of our avatar is female founders; this is how they build firms on their own terms. podcasts.apple.com/us/podcast/lawher/id1599413853

The Game Changing Attorney

Hosted by Michael Mogill, Crisp

The biggest share of voice in the space outside of ours. Interviews with the most ambitious owners in the country. Know what Crisp is telling the market, what promises are being made, and what our avatar walks in believing because of it.

podcasts.apple.com/us/podcast/id1504592760

The Earley Show

Hosted by Chris Earley, Earley Law Group (Boston)

A practicing PI firm owner interviewing other owners about the real grind of building a firm. The solo-to-small founder mindset, unfiltered. podcasts.apple.com/us/podcast/the-earley-show/id1703274158

It's Fireproof

Hosted by Mike Morse with Kate Nachazel and Alexa Levantis, Fireproof Performance

One of the largest PI firms in Michigan opening their playbook: culture, hiring, financial discipline, delegation past 100 people.

podcasts.apple.com/us/podcast/the-fireproof-podcast/id1895057184

Grow Your Law Firm

Hosted by Ken Hardison, founder of PILMMA

The godfather of PI law firm marketing masterminds. The questions guests get asked are the problems firm owners are paying to solve. podcasts.apple.com/us/podcast/grow-your-law-firm/id1485427725

The Championing Justice Podcast

Hosted by Darl Champion, The Champion Firm (Atlanta)

A trial-lawyer-first perspective on building a respected plaintiff practice. Helps you understand the lawyer's ego and values, not just their P&L.

Trial Lawyer Nation

Hosted by Michael Cowen, Cowen Rodriguez Peacock (Texas)

Deep conversations on trial skills, case value, and firm building. Learn what 'a great case' means to our avatar and why case selection drives everything downstream, including marketing spend. triallawyernation.com

Maximum Lawyer

Community and podcast for growth-minded firm owners

Where the earlier-stage avatar lives before they can afford us. Understand the journey, not just the destination. This is the pipeline talking to itself. maximumlawyer.com

Lunch Hour Legal Marketing

Hosted by Gyi Tsakalakis and Conrad Saam, Legal Talk Network

The sharpest independent voices in legal marketing. This is what our avatar hears about SEO, LSAs, AI search, and agencies, including the skepticism they carry into every sales conversation with us.

legaltalknetwork.com/podcasts/lunch-hour-legal-marketing

John Morgan (Morgan & Morgan)

Follow him everywhere: keynotes, interviews, podcast appearances, books

The founder of America's largest injury firm and the ceiling of the category. Study how he talks about brand ubiquity, risk, and spending to dominate. Every PI founder measures themselves against him. johnmorganbook.com

Books

Seven books, one avatar. First three in order: money game, hunger, then operations.

The Best Attorney Never Wins

Angelo Perone | Why Great Lawyers Go Broke and Average Ones Build Empires

The thesis of our industry: the best operator wins, not the best attorney. Written from inside \$200M+ of legal ad spend. Cost per case, intake math, and why legal talent alone never built an empire. Read this to understand the game our clients are actually playing. amazon.com/Best-Attorney-Never-Wins-Lawyers/dp/1544553153

You Can't Teach Hungry

John Morgan | Creating the Multimillion Dollar Law Firm

Morgan's original manifesto on ambition, advertising, and building For The People. The closest thing to hearing the avatar's inner monologue at maximum ambition. amazon.com/You-Cant-Teach-Hungry-Multimillion/dp/B0CZ699M7W

Seven Disciplines for Successful Firms

Chad Dudley, Dudley DeBosier Injury Lawyers | Proven Strategies for Scaling

The operations bible. Intake, case selection, case management, reporting, hiring, training. This is what 'running a great firm' looks like to a sophisticated founder, and the standard our best clients hold themselves to.

trialguides.com/products/seven-disciplines-for-successful-firms

You Can't Teach Vision

John Morgan | The Twenty-First Century Law Firm

The sequel to Hungry. Brand ubiquity, spotting where the market is going, and betting big before competitors see it. Completes the Morgan playbook on building a firm that owns its category.

amazon.com/Teach-Vision-Twenty-First-Century-MORGAN/dp/1941007384

Life is Luck

John Morgan | Lessons From a Paperboy and How to Improve Your Luck

Morgan's newest. Dismantles the self-made myth and lays out his framework for getting a return on luck: positioning, relationships, readiness. The founder psychology behind big swings. amazon.com/Life-Luck-John-Morgan/dp/1969508345

Fireproof

Mike Morse and John Nachazel | A Five-Step Model to Take Your Law Firm from Unpredictable to Wildly Profitable

Data-driven firm management: dashboards, org structure, running a law firm like a real business. What a mature, systems-driven avatar looks like and what the ambitious ones are trying to become.

amazon.com/Fireproof-Five-Step-Unpredictable-Wildly-Profitable/dp/1544508530

Law Firm Growth Accelerator

Andrew Stickel and Bill Hauser (SMB Team) | The Proven Framework for Multiplying Your Impact, Profit, and Freedom

The growth playbook being pitched to thousands of firm owners right now. Know it because our avatar has read it, seen the ads, or sat through the webinar. Understand the promises being made in the market so you can speak with more depth and more proof. amazon.com/Law-Firm-Growth-Accelerator-Multiplying/dp/B0D7NY762S

Proprietary Intel: Owned Resources

External media makes you industry-literate. Our own data makes you dangerous. Nobody else can copy this. Each resource below has a named owner responsible for building it, maintaining it, and keeping it accessible to the team.

Sales Call Library: Best Discovery Calls OWNER: COLE

Curated folder of our 5 strongest recorded discovery calls

Real founders describing real problems in their own words. Thirty minutes of a live avatar conversation teaches more than ten podcast episodes. Refresh quarterly.

Sales Call Library: Hardest Objection Calls OWNER: COLE

Curated folder of our 5 toughest recorded objection calls

Where deals get won and lost. Study the skepticism, the agency scar tissue, and the exact language founders use when they push back. Refresh quarterly.

PIMCon Keynote Library OWNER: ELISE

Recordings of PIMCon keynotes and top sessions, organized by theme

450 avatars in a room saying what they care about. That's a library, not just an event. Tag sessions by topic: intake, hiring, brand, case selection, AI.

Conference Curriculum & Agendas OWNER: DANNY

Running archive of agendas from PIMCon, PILMMA Summit, Game Changers Summit, National Trial Lawyers Summit, MTMP

Conference agendas are a live map of what the market is selling to our avatar and what our avatar is paying to learn. Track session topics year over year to spot trends before they peak.

Clio Legal Trends Report OWNER: SCOTT

Annual benchmark data on law firm economics, distributed with a one-page summary

Free, credible numbers behind the avatar's economics: realization rates, collection rates, tech adoption. Gives the team data instead of vibes. Circulate each new edition with key takeaways.

The PI Founder 20: Instagram Watch List OWNER: KARIN

Named list of 20 active PI firm founder and operator accounts on Instagram

Where founders show brand, culture, and personality. Build the list, share it, refresh twice a year.

The PI Founder 20: TikTok Watch List OWNER: KARIN

Named list of 20 active PI firm founder and operator accounts on TikTok

Where the next generation of PI brand-building is happening in public. Build the list, share it, refresh twice a year.

The PI Founder 20: LinkedIn Watch List OWNER: MEGAN

Named list of 20 active-posting PI firm founders and operators

A daily drip of avatar voice in your feed. Build the list, share it, and refresh it twice a year. Watch what they post, what they celebrate, and what they complain about.

Publish the Oracle to Revenue Kitchen OWNER: SCOTT

This entire section lives in Revenue Kitchen as the PI ICP Oracle hub

Stand up the Oracle as a permanent section in Revenue Kitchen: all sources linked, all owned resources housed or linked there, kept current as libraries and lists ship. Revenue Kitchen is the single front door; this PDF is the map, not the hub.

The 30-Day Immersion Standard

- 1. Listen daily.** One podcast episode per workday. Start with PIM, then rotate.
 - 2. Read one book per month.** Order: The Best Attorney Never Wins, You Can't Teach Hungry, Seven Disciplines.
 - 3. Study the calls.** Two recorded sales calls per week from Cole's library. This is the highest-signal hour you'll spend.
 - 4. Capture the language.** Keep a running note of exact founder phrases: intake problems, agencies, case volume, referrals. Their words become our copy, our pitches, and our positioning.
 - 5. Bring one insight per week.** Surface something in your team meeting: a pain point, an objection, a trend. If it changes how we sell or serve, share it up the chain fast.
- Owners above are accountable.** Live and current is the standard.
- The Oracle standard:** when a PI firm founder talks, you already know what they'll say next. That's what specialist depth sounds like, and it's why they choose us.