

Speed to lead: the five minutes that decide who gets the job

The prompts

You are helping [BUSINESS NAME], a [TYPE OF BUSINESS] in [SUBURB/CITY], reply to a new enquiry within minutes of it landing.

Here is what the customer said or asked for:
"[PASTE THEIR ENQUIRY OR A SUMMARY OF THE CALL]"

Write a short first-reply message that does four things:

1. Confirms you've received their enquiry and names the job back to them in one line, so they know a person actually read it, not a form auto-reply.
2. Answers the one thing they most want to know right now: can you do it, and roughly when.
3. Asks ONE question that moves the job forward. Example: "Are mornings or afternoons better for a look?" or "Is this urgent or can it wait a week?"
4. Signs off with my first name, [YOUR FIRST NAME], not the business name, so it reads like a person replied.

Rules:

- Under 60 words for a text, under 100 for an email.
- No exclamation marks unless the customer used one first.
- No mention of price unless they asked for one.
- Don't say "thank you for your enquiry". Say something that proves you read it.
- Channel: [TEXT / EMAIL]
- Tone: [CASUAL AND FRIENDLY / STRAIGHT AND PROFESSIONAL]

Give me two versions: one for if this is a job that can start soon, one for if the books are full and it'll be a wait.

You are writing two follow-up messages for [BUSINESS NAME], for a lead who enquired [NUMBER OF DAYS] days ago and hasn't replied since the first message.

Context:

- What they enquired about: [JOB DETAILS]
- What was already said in the first reply: [PASTE FIRST MESSAGE OR A SUMMARY]
- Anything known about their situation: [E.G. "MENTIONED A LEAK FOR A WEEK" OR "SAID THEY'RE COMPARING A FEW QUOTES"]

Write:

DAY 1 MESSAGE: short and useful, answering a question they probably have but haven't asked. Pick the most likely one: cost range, how long the job takes, whether an

inspection is needed first, or what happens next. Skip "just checking in" or "any update?", those add nothing. Give a reason to reply. Under 50 words.

DAY 3 MESSAGE: one concrete, specific detail that builds trust without pushing. Options: a short line on how this exact type of job is handled, a realistic timeframe if booked this week, or a one-line mention of similar work done before [NEVER NAME THE OTHER CUSTOMER]. Under 60 words.

Rules for both:

- No "just following up" or "wanted to touch base". These read as filler.
- No discounting or dropping the price to force a reply.
- End each with a low-effort way to respond: a yes/no question, not an open one.
- Tone: [MATCH THE OWNER'S NORMAL VOICE, E.G. "DIRECT, NO SMALL TALK" OR "WARM AND CHATTY"]

Write the last two messages for [BUSINESS NAME], for a lead who enquired [NUMBER OF DAYS] days ago and still hasn't responded.

Context: [JOB DETAILS AND ANYTHING RELEVANT ABOUT TIMING, E.G. "SAID THEY WERE DECIDING BY END OF MONTH"]

DAY 7 MESSAGE: a genuine check-in, not a discount offer and not a guilt trip. Should read like someone who's still happy to help but isn't chasing. Options: ask if the timing has changed, ask if they went with someone else and, if so, wish them well with no sarcasm, or offer one small piece of new information. Under 50 words.

THE QUIET CLOSE: the final message, sent only if there has been no reply at all through the sequence. This one asks for nothing. It closes the loop, leaves the door open, and removes any pressure. The customer should finish reading it feeling like a decent person reached out, not like they're being sold to. Under 40 words. No question that demands a reply.

Rules for both:

- Never use guilt, urgency, or scarcity language such as "last chance" or "spots filling up".
- Never re-pitch the whole service again. They already know what's on offer.
- The quiet close can mention being happy to help "whenever it's the right time", not "if you change your mind".
- Tone: [SAME AS THE EARLIER MESSAGES, KEEP IT CONSISTENT]

File 1: 5-touch-follow-up-prompts.txt (the three prompts above, saved as one file so they're ready to paste into any AI tool)

PROMPT 1: FIRST REPLY (send within minutes)

[Full text as written in "The prompts" section above, First reply block]

PROMPT 2: DAY 1 AND DAY 3

[Full text as written in "The prompts" section above, Day 1 and Day 3 block]

PROMPT 3: DAY 7 AND THE QUIET CLOSE

[Full text as written in "The prompts" section above, Day 7 and quiet close block]

File 2: follow-up-tracker.txt (a one-page worksheet, print it or keep it in a notes app)

5-TOUCH FOLLOW-UP TRACKER

For each new enquiry, log it here the moment it lands. Don't rely on memory.

Lead name: _____

Job: _____

Enquiry date and time: _____

[] FIRST REPLY sent, time sent: _____ (target: within the hour, same day at worst)

[] DAY 1 sent, date: _____

[] DAY 3 sent, date: _____

[] DAY 7 sent, date: _____

[] QUIET CLOSE sent, date: _____

Outcome: [] Booked [] Went elsewhere [] No response [] Said not now

RULES TO FOLLOW EVERY TIME:

1. Reply to the first message as close to real time as the day allows. Same hour beats same day. Same day beats next day.
2. Never skip straight to Day 7. Each touch earns the right to send the next one.
3. Stop the sequence immediately if the customer says no, or books elsewhere. No further messages, ever.
4. Log the outcome. Without this line, there's no way to know the real close rate, only a guess.
5. If a lead is urgent (same-week job, urgent repair), compress the timeline. Use judgement, not the calendar.