

STOP LOSING LEADS AFTER THEY REACH OUT

Lead Follow-Up Templates

Most businesses do not need more leads before they need better follow-up. Use these scripts to respond faster, set clearer next steps, and stop letting good inquiries drift away.

Reply fast

Speed wins more often than people admit.

Set next step

Use this before moving to the next step.

Track every lead

Untracked leads become expensive guesses.

Call, Text, and Email Scripts

Customize these so the lead knows they were heard and what happens next.

Text:

Hi [Name], this is [Your name] with [Business]. Thanks for reaching out about [service]. A few quick questions so we can point you in the right direction: what is the address or area, what is going on, and when are you hoping to get it handled?

Email:

Hi [Name], thanks for reaching out. We can help you figure out the best next step for [service]. Please send [needed details], and we will follow up with [call/estimate/booking link].

Qualify Without Making It Weird

Use the call to understand fit, urgency, and next step.

- Problem or goal
- Location or service area
- Timeline
- Budget fit or quote expectations
- Decision process
- Best next step

No-Response Sequence

Follow up without turning into a haunted notification.

TIMING	MESSAGE GOAL	DRAFT
Same day	Confirm you received it	
Next day	Offer a clear next step	
Three days	Give a helpful proof or FAQ link	
One week	Close the loop politely	