The Speed-to-Lead System:
HOW TO REPLY IN <5 MINUTES EVERY TIME

NEVER LET ANOTHER LEAD SLIP THROUGH THE CRACKS.

SPEED-TO-LEAD SYSTEM

INSTRUCTIONS:

Yesterday you faced the truth about your response time. Today, you'll fix it.

This worksheet helps you build a **simple, repeatable system** so every lead gets a response within 5 minutes — whether you're in a meeting, on the job site, or asleep.

Follow the steps, fill in the blanks, and by the end, you'll have a working **Speed-to-Lead Playbook.**

THE GUIDE:

STEP 1:
Identify Where Leads Come From

Multiple Choice:
My leads usually show up from…
- ☐ Paid Ads
- ☐ Website form
- ☐ Social DMs
- ☐ Phone calls
- ☐ Referrals

Example: "Mostly from FB ads + website form."

STEP 2:
Choose Your Primary Response Channel

Multiple Choice:
Which channel will you use to make first contact?
- ☐ Phone call
- ☐ Text
- ☐ Email
- ☐ DM

Example: "I'll always start with a text."

STEP 3:
Write Your Default Text Template

Fill in the blank:
"Hey [NAME], thanks for reaching out about [TOPIC]. When's a good time to connect?"

Example: "Hey Sarah, thanks for reaching out about Botox treatments. When's a good time to connect?"

STEP 4:
Write Your Default Voicemail Script

"Hi [NAME], this is [YOUR NAME]. I saw your request about [TOPIC] and wanted to help right away. Call/text me back at [PHONE]."

STEP 5:
Write Your Default Email Template

Fill in the blank:
Subject: [TOPIC] — Let's Connect

Body: "Hi [NAME], thanks for reaching out. I can help with [TOPIC]. What's the best time to chat this week?"

STEP 6:
Set Up a Backup System

Fill in the blank:
If I can't reply personally, my lead should get an auto-response within ___ minutes.

Example: "5 minutes via CRM auto-text."

Options:
- ☐ Auto-text via CRM
- ☐ Automated email
- ☐ VA/EA backup

STEP 7:
Assign Responsibility

Fill in the blank:
The person responsible for first response is:
_____

Example: "Me (for now), then my VA once trained."

STEP 8:
Define Your Follow-Up Cadence

Multiple choice:
I will follow up…
- ☐ 4 touches in 4 days
- ☐ 7 touches in 7 days

Example: "I'll commit to 4 touches in 4 days."

STEP 9:
Build a Scoreboard

Fill in the blank:
Each lead this week gets tracked: Did I reply in <5 minutes? (Yes/No)

Create a simple table:
- Lead Name
- Response Time
- <5 min? Y/N

STEP 10:
Commit in Writing

Fill in the blank:
Starting today, 100% of my leads will get a response in under ___ minutes.

Example: "Starting today, 100% of my leads will get a response in under 5 minutes."

Why It's Important:

Your ads, landing pages, and lead magnets don't mean jack if you don't respond fast. The truth is brutal: after 5 minutes, the odds of reaching a lead drop by 80%+.

Speed isn't "nice to have." It's the difference between closing a client and losing them to someone else.

You just built your Speed-to-Lead System.
Run it for the next 7 days — then ask yourself:
do you want to keep patching this manually, or install a system that scales with dozens of leads every week?

Book a free strategy session and let's make this permanent:

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