RESPONSE
CHANNEL

SIMPLICITY

CONVERSION
CHECK

1

LEAD
RESPONSE

TEMPLATE

CADENCE

TIME

SPEED TO LEAD SYSTEM

Speed Wins: Turn **Every Lead** into **Opportunity**.

The 5-Minute Reality Check:
HOW FAST ARE YOU REALLY RESPONDING TO LEADS?

LEAD RESPONSE

IF YOU'RE NOT REPLYING WITHIN 5 MINUTES, YOU'RE BURNING MONEY.

INSTRUCTIONS:

This worksheet is about brutal honesty. You might think you're fast at following up, but the numbers don't lie.

Today, you'll audit your actual response habits so you can see how much business you're leaving on the table. No fluff, no excuses — just the raw truth.

Grab a notebook or CRM export, look at your last handful of leads, and fill this out.

THE GUIDE:

STEP 1:
Your Usual Response Time

Fill in the blank:
When a lead comes in, I usually respond in _____ minutes/hours/days.

Example: "2 hours"

STEP 2:
Audit the Last 5 Leads

List your last 5 leads and how long it took you to respond:

1. Lead 1 → _____ minutes/hours
2. Lead 2 → _____ minutes/hours
3. Lead 3 → _____ minutes/hours
4. Lead 4 → _____ minutes/hours
5. Lead 5 → _____ minutes/hours

STEP 3:
Average Your Response Time

Fill in the blank:
On average, I take about ____ minutes/hours to respond.

STEP 4:
First Channel of Response

List your last 5 leads and how long it took you to respond:

- ☐ Phone call
- ☐ Text message
- ☐ Email
- ☐ Social DM

STEP 5:
Conversion Check

Fill in the blank:
Out of ____ leads last month, I converted ____ into real conversations.

STEP 6:
Identify the Delays

Multiple choice:
The main reason I don't respond faster is…

- ☐ Too busy
- ☐ Didn't see the lead
- ☐ notification
- ☐ No system in place
- ☐ Didn't know what to say

STEP 7:
Worst Case

Fill in the blank:
The longest I've ever taken to respond was ____ hours/days.

Example: "3 days."

STEP 8:
Touch Count

Fill in the blank:
On average, I follow up with each lead ____ times before I give up.

Example: "1–2 times."

STEP 9:
Self-Diagnosis

Multiple choice:
Does this audience match my offer?

- ☐ Speed (I don't respond fast enough)
- ☐ Consistency (I don't follow up enough times)
- ☐ Messaging (I don't know what to say)

STEP 10:
The Lost Clients Math

Fill in the blank:
If I had responded in <5 minutes, I probably would have closed ____ more clients last month.

Example: "2 more clients."

Why It's Important:

Data shows that if you wait more than 5 minutes to respond, your chances of qualifying a lead drop by **80%+**. Every extra hour is money slipping through your fingers.

Most service providers think they have a "lead gen" problem. The truth? They have a **speed-to-lead problem**. Leads rot. Fast. And you're about to see exactly where you're bleeding cash.

You just exposed your weak spots. Tomorrow, we'll fix them by building your Speed-to-Lead System — so every lead gets a response in <5 minutes, every time.

Want to skip the duct tape and install a permanent, automated system? Book a free strategy session:

square1grp.com/brainstormsession

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:

square1grp.com/brainstormsession

Every lead matters. Every minute counts.

Your ads bring people in—but it's your speed that seals the deal. Don't let another opportunity slip through the cracks.

Master your response speed and boost your ROI now:

square1grp.com/brainstormsession