

# DAY 2: MEASURE YOUR REAL LEAD RESPONSE TIME

CATCH THE DELAY. KILL THE EXCUSE.

LEAD RESPONSE TIME

## HOW TO USE THIS WORKSHEET

Today you're doing the part everyone avoids: **tracking your ACTUAL speed to lead — not the imaginary version you brag about.**

This worksheet forces you to calculate:

1. How fast you respond
2. How often you delay
3. Where leads slip through the cracks
4. Which channel is your choke point
5. How your "system" (or lack of one) slows you down

By the end of this, your real response-time score will be brutally obvious.

You will need:

- ✓ Your CRM or spreadsheet
- ✓ The last 20–30 leads
- ✓ Honesty
- ✓ A calculator

## THE WORKSHEET:

### 1. How many new leads came in the last 14 days?

Fill in the blank:

Total leads: \_\_\_\_\_

Example: "22 leads."

### 2. For the LAST 10 LEADS — how long did it take you to respond?

(Time until FIRST contact attempt — not when they replied.)

Lead #	Response Time	Channel Used
1	_____ minutes/hours	Text / Email / Call
2	_____ minutes/hours	Text / Email / Call
3	_____ minutes/hours	Text / Email / Call
...	_____ minutes/hours	Text / Email / Call
10	_____ minutes/hours	Text / Email / Call

Example: "Lead #1 → 2 hours → Email."

### 3. Calculate your average response time.

Add the 10 response times → divide by 10.

My average response time is: \_\_\_\_\_ minutes/hours.

Gold standard = under 5 minutes.

Everything else is money bleeding.

### 4. How many leads did you respond to within 15 minutes?

- ☐ 0–1
- ☐ 2–4
- ☐ 5–7
- ☐ 8–10
- ☐ I didn't respond to all 10
- ☐ I don't know

This exposes your choke points.

### 5. What causes your biggest delays?

(Check the main culprit.)

- ☐ You're busy / in fulfillment mode
- ☐ You don't get notifications fast enough
- ☐ You have no automation
- ☐ You triage things in your head
- ☐ You rely on email (slowest channel)
- ☐ You don't want to come across "salesy"
- ☐ You overthink the first message
- ☐ You forget to follow up

Most solos blame "time." Reality: it's workflow and tech.

### 6. Which channel is your fastest?

(Check one)

- ☐ Text
- ☐ Call
- ☐ Email
- ☐ Social DM
- ☐ They all suck equally

This determines where automations should start.

### 7. Which channel is your SLOWEST?

(Check one)

- ☐ Text
- ☐ Call
- ☐ Email
- ☐ Social DM
- ☐ All of them (chaos)

This is usually email because solos live in inbox hell.

### 8. Of the last 10 leads — how many did you NEVER follow up with?

- ☐ 0
- ☐ 1–2
- ☐ 3–4
- ☐ 5–7
- ☐ 8–10

THIS is the real conversion killer.

### 9. Based on this data, what is your REAL bottleneck?

Fill in the blank. Only One:

"My biggest speed-to-lead bottleneck is: \_\_\_\_\_."

Example: "I rely on email alerts and miss texts."

### 10. What is your response time GOAL for next week?

Be realistic AND aggressive.)

"Next week, my goal is to respond within \_\_\_\_\_ minutes."

Example: "10 minutes or less."

## Why This Matters:

Because speed = conversion. Period. Full stop. No debate. You can have the best website, best ads, best message—but if you reply 4 hours later, you lost before the race even started. Most solopreneurs don't have a lead problem. They have a **reaction-time** problem. This worksheet forces you to face that truth.

Want to fix your speed-to-lead instantly with automation + scripts? Book a brainstorm session:

[square1grp.com/brainstormsession](https://square1grp.com/brainstormsession)