

WRITE YOUR AUTO-RESPONSE SCRIPTS — SOUND HUMAN, NOT LIKE A ROBOT

LEADS DON'T GHOST BAD OFFERS — THEY GHOST BAD MESSAGES.
LET'S FIX THAT IN UNDER 15 MINUTES.

AUTO-RESPONSE SCRIPTS

INSTRUCTIONS:

Your automation is useless if your message sounds like a bot. This worksheet helps you craft text and email responses that:

- ✓ Sound natural and conversational.
- ✓ Build immediate trust.
- ✓ Prompt quick replies or bookings.

By the end, you'll have plug-and-play scripts for:

1. Instant SMS / text message
2. Instant email follow-up
3. "No reply" bump message
4. Same-day re-engagement

Keep your tone simple, human, and direct. Think: "one real person texting another."

THE GUIDE:

STEP 1:

Identify Your Persona

Fill in the blank:

My message should sound like _____.

Example: A friendly advisor, not a pushy salesperson

- ✓ Tone sets the vibe — casual, confident, or consultative.

STEP 2:

Define Your Immediate Goal

Fill in the blank:

The only thing I want them to do after the first message is _____.

Example: "Reply or click to book a call."

- ✓ Keep one clear CTA per message — no multi-step confusion.

STEP 3:

Write Your Instant Text Message (under 160 chars)

Template:

"Hey [first name], saw your [inquiry/download/form]. Quick question: are you looking for help with [problem] right now or just exploring?"

Fill in your version:

"Hey [first name], _____?"

Example: "Hey John, saw your request for help with your medspa ads — are you still trying to book more appointments this month or planning ahead?"

- ✓ Always end with a question — it triggers engagement.

STEP 4:

Write Your Instant Email Response

Template:

Subject: Quick follow-up on your request

Hey [first name],
Just saw your [form/opt-in] come through — wanted to make sure you got what you were looking for.
Curious — what's your main goal right now with [pain point or service]?
— [Your Name]

Fill in your version:

Subject: _____

Body: _____

STEP 5:

Write Your "No Reply" Follow-Up (sent 24 hrs later)

Fill in the blank:

"Hey [first name], just checking back. Still need help with [problem]? Totally fine if timing's off — just let me know where you're at."

Fill in your version:

"Hey [first name], _____."

- ✓ Non-needy tone = higher reply rate.

STEP 6:

Write Your Same-Day Re-Engagement (if they open but don't reply)

Template:

"Hey [first name], noticed you checked out my message earlier. Timing might've been off — want me to hold a time for you this week?"

Fill in your version:

"Hey [first name], _____."

- ✓ Use pattern interrupts — acknowledge their behavior naturally.

STEP 7:

Add Personalization Tags

Fill in the blank:

I'll personalize my messages with _____.

Example: "Lead source, service type, or local area name."

- ✓ Example: "Hey [first name], saw your [Facebook ad inquiry] — quick question..."

STEP 8:

Decide Message Timing

Fill in the blanks:

Instant text = 0 min

Email = within ____ min

Bump message = after ____ hrs

Re-engagement = after ____ hrs

Example: Email at 3 min, bump at 24 hrs, re-engagement at 48 hrs?

- ✓ Consistency builds trust.

STEP 9:

Create a "Friendly Sign-Off" Line

1. "Talk soon!"
2. "Hope this helps."
3. "Appreciate your time."
4. "Cheers, [Your Name]."

- ✓ No corporate BS — sound like a real human.

STEP 10:

Review Your Scripts Out Loud

Read each one and ask:

1. Does this sound like me?
2. Would I reply to this?
3. Is there one clear next step?
4. Is it short enough to read in 3 seconds?

Fill in the blank:

My favorite line from my scripts is: _____.

Why It's Important:

Automation gets you speed. Messaging gets you response. You can have a Ferrari-fast system, but if the message sounds like spam, no one answers the door. Your new scripts fix that — fast, clear, personal.

Need help installing these auto-responses into your CRM or text platform? Book a free strategy session:

square1grp.com/brainstormsession

You've written the messages that start the conversation. Tomorrow, you'll connect them all — we'll **automate and track** your entire 5-minute response system so it runs while you sleep.