

# DIAGNOSE WHERE RESPONSE DELAYS ARE CREATED

YOU'RE NOT SLOW BY ACCIDENT. YOUR SYSTEM MAKES YOU SLOW.

RESPONSE DELAYS

## HOW TO USE THIS WORKSHEET

Yesterday you measured the damage. Today you identify the **sources** of delay. This isn't about motivation or discipline.

It's about locating the friction points that make fast response impossible even when you want to reply quickly. If you don't fix these, Day 1 will repeat forever.

## THE WORKSHEET:

<p><b>1. Where do new leads first land?</b></p> <p>Check all that apply.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Email inbox</li> <li><input type="checkbox"/> CRM</li> <li><input type="checkbox"/> Facebook Ads notifications</li> <li><input type="checkbox"/> Instagram DMs</li> <li><input type="checkbox"/> Website form</li> <li><input type="checkbox"/> Text messages</li> </ul> <p>Every extra location increases delay.</p>	<p><b>2. How many places do you have to check to see a new lead?</b></p> <p>Fill this in honestly.</p> <p>Number of places: _____</p> <p>Anything above one is a liability.</p>	<p><b>3. What usually happens when a lead comes in?</b></p> <p>Choose the most accurate answer.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> I see it immediately</li> <li><input type="checkbox"/> I notice it later</li> <li><input type="checkbox"/> I see it but don't respond</li> <li><input type="checkbox"/> I forget about it</li> <li><input type="checkbox"/> I tell myself I'll reply "properly" later</li> </ul> <p>Delay starts here.</p>	<p><b>4. What blocks you from responding immediately?</b></p> <p>Choose the real reasons.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> I don't know what to say</li> <li><input type="checkbox"/> I want to customize my response</li> <li><input type="checkbox"/> I don't have templates</li> <li><input type="checkbox"/> I'm mid-task and don't want to switch</li> <li><input type="checkbox"/> I underestimate urgency</li> <li><input type="checkbox"/> I assume they'll wait</li> </ul> <p>Most delays are decision delays, not time delays.</p>	<p><b>5. Do you have a default first-response script?</b></p> <p>Answer honestly.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Yes, and I use it every time</li> <li><input type="checkbox"/> Yes, but I rarely use it</li> <li><input type="checkbox"/> No, I wing it every time</li> </ul> <p>Winging it is slow by definition.</p>
<p><b>6. What should happen when a lead comes in—but doesn't?</b></p> <p>Fill this in.</p> <p>"When a new lead comes in, the first response should be _____ within _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• a simple acknowledgment</li> <li>• a question to start conversation</li> <li>• a booking link</li> </ul> <p>Write yours: _____</p> <p>If this isn't defined, speed will never be consistent.</p>	<p><b>7. Identify your biggest friction point</b></p> <p>Pick the one that causes the most delay.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Not seeing the lead fast enough</li> <li><input type="checkbox"/> Overthinking the response</li> <li><input type="checkbox"/> Lack of scripts</li> <li><input type="checkbox"/> Lack of notifications</li> <li><input type="checkbox"/> Lack of ownership</li> <li><input type="checkbox"/> All of the above</li> </ul> <p>This is the choke point we fix tomorrow.</p>	<p><b>8. What false belief keeps this friction in place?</b></p> <p>Finish this sentence.</p> <p>"I don't need to respond immediately because _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• they'll reply later</li> <li>• quality matters more than speed</li> <li>• I'll sound rushed</li> </ul> <p>This belief is wrong. Write it anyway.</p>	<p><b>9. Redefine what "good response" actually means</b></p> <p>Finish this sentence.</p> <p>"A good first response is not _____. It is _____."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• not perfect, but fast</li> <li>• not detailed, but clear</li> </ul> <p>Write yours: _____</p>	<p><b>10. Lock today's insight</b></p> <p>This is the system truth.</p> <p>"My response delays are caused by _____, not lack of effort."</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• unclear process</li> <li>• no default scripts</li> <li>• too many inboxes</li> <li>• poor notifications</li> </ul> <p>Write yours: _____</p>

### Why This Matters:

You can't fix speed with motivation. You fix speed by removing friction. Once you know where delays are created, you can redesign the process so fast response becomes automatic instead of heroic. Tomorrow, we fix the **first-response moment** so speed doesn't come at the cost of quality.

If you want help removing friction and installing a speed-first lead response system:

<https://square1grp.com/brainstormsession>