

FIX THE FIRST-RESPONSE MOMENT

SPEED WITHOUT STRUCTURE FEELS DESPERATE. SPEED WITH STRUCTURE FEELS PROFESSIONAL.

FIRST-RESPONSE

HOW TO USE THIS WORKSHEET

Most people delay because they're trying to write the perfect response. That hesitation kills momentum.

Today you're designing a **default first-response moment** that can be sent fast, confidently, and consistently—without thinking, rewriting, or second-guessing. The goal is not to close. The goal is to **start the conversation correctly**.

THE WORKSHEET:

<p>1. Define the ONE job of your first response</p> <p>Pick the only thing it must do. Acknowledge the lead. Confirm they reached the right place. Start a conversation. Move them to the next step.</p> <p>Your answer: _____</p> <p>If your first response tries to do more than this, it slows you down.</p>	<p>2. What mistake do you usually make in first responses?</p> <p>Be honest.</p> <ul style="list-style-type: none"><input type="checkbox"/> Too long<input type="checkbox"/> Too detailed<input type="checkbox"/> Too salesy<input type="checkbox"/> Too vague<input type="checkbox"/> Too casual<input type="checkbox"/> Too delayed <p>That mistake creates hesitation on both sides.</p>	<p>3. Choose your first-response style</p> <p>Pick one you'll use consistently.</p> <ul style="list-style-type: none"><input type="checkbox"/> Question-based<input type="checkbox"/> Confirmation-based<input type="checkbox"/> Action-based<input type="checkbox"/> Combination of confirmation + question <p>Your choice: _____</p> <p>Consistency beats creativity.</p>	<p>4. Write your default first-response script</p> <p>Keep it short. One or two sentences max.</p> <p>Template examples:</p> <ul style="list-style-type: none">• "Hey ___ — saw you just reached out. What prompted you to look into this?"• "Thanks for reaching out. Quick question so I can point you in the right direction..." <p>Now write yours: _____</p> <p>If this can't be sent in under 10 seconds, it's too long.</p>	<p>5. Does your response require effort from the lead?</p> <p>Answer honestly.</p> <ul style="list-style-type: none"><input type="checkbox"/> Yes<input type="checkbox"/> No <p>If no effort is required, engagement stays low.</p>
<p>6. Add ONE friction-light prompt</p> <p>This increases reply rate.</p> <p>Examples:</p> <ul style="list-style-type: none">• "What's the main thing you're trying to fix?"• "What made you reach out today?"• "What's been the biggest frustration so far?" <p>Write yours: _____</p> <p>Simple questions beat explanations.</p>	<p>7. What should NOT be in the first response?</p> <p>Check all that apply.</p> <ul style="list-style-type: none"><input type="checkbox"/> Pricing<input type="checkbox"/> Long explanations<input type="checkbox"/> Your credentials<input type="checkbox"/> Your process<input type="checkbox"/> Attachments<input type="checkbox"/> Links (unless booking is the goal) <p>First response is not a pitch.</p>	<p>8. Define your speed standard</p> <p>Fill this in clearly.</p> <p>"My first response will be sent within _____ minutes of lead arrival."</p> <p>Your number: _____</p> <p>This is now non-negotiable.</p>	<p>9. Stress-test your response</p> <p>Answer these honestly.</p> <p>Could I send this while busy? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Could a VA send this? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Does this invite a reply? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If any answer is "No," rewrite it.</p>	<p>10. Lock the new rule</p> <p>Finish this sentence.</p> <p>"My first response exists to start momentum, not to be impressive."</p> <p>Signed: _____</p> <p>Date: _____</p>

Why This Matters:

The first response sets the tone for everything that follows. When it's fast, clear, and conversational, leads stay warm. When it's slow or overthought, momentum dies before the conversation starts. Tomorrow, we install the **speed-to-lead system** so this runs without willpower.

If you want help turning this into an automated, repeatable speed-to-lead flow:

<https://square1grp.com/brainstormsession>