INSTALL A
SPEED-TO-LEAD SYSTEM

IF SPEED REQUIRES WILLPOWER, IT WILL FAIL.

SPEED-TO-LEAD SYSTEM

HOW TO USE THIS WORKSHEET

At this point you should be clear on three things: You're not slow because you don't care. You're slow because your process allows delay. Speed only sticks when it's automated, owned, and enforced.

Today you're installing a **minimum-viable speed-to-lead system** that makes fast response the default instead of the exception.

THE WORKSHEET:

1. Define your non-negotiable speed rule

This is the standard everything is built around.

Finish this sentence:
"Every new lead receives a first response within _____
minutes."
Your number: _____

If this isn't explicit, speed will drift.

2. Choose the owner of first response

There must be ONE owner.

☐ Me
☐ VA
☐ Setter

Automation first, human second

Your choice:
_____

When everyone owns it, no one owns it.

3. Decide where ALL leads should route

No exceptions.

Finish this sentence:
"All new leads must route to
_____."

Examples:
- one inbox
- one CRM pipeline
- one phone number

Write yours:
_____

Multiple entry points create delay by default.

4. Lock your default first-response script

This is the message sent every time unless there's a clear reason not to.

Paste your final script here:
_____

If this script isn't saved and accessible, speed will break.

5. Define the immediate follow-up action

What happens AFTER the first response is sent?

☐ Wait for reply
☐ Ask one more question
☐ Send booking link
☐ Trigger automation

Your answer:
_____

Momentum needs direction.

6. Install your notification rule

How will the owner know a lead arrived instantly?

☐ Push notification
☐ Text alert
☐ Slack alert
☐ Email alert
☐ Multiple alerts

Your setup:
_____

If you rely on checking, you're already late.

7. Create your "missed window" protocol

This prevents silent decay. Finish this sentence:

"If a lead isn't responded to within _____ minutes,
_____
happens."

Examples:
- escalation to me
- backup responder steps in
- automation fires

Write yours:
_____

Systems need failsafes.

8. Define your speed success metric

Pick ONE number you'll track weekly.

☐ Average response time
☐ % responded to within target window
☐ Number of late responses
☐ Conversations started

Your metric:
_____

What gets tracked gets protected.

9. Set your correction trigger

Fill this in clearly.
"If my speed metric slips for _____ days, I will immediately
_____."

Examples:
- audit the process
- adjust notifications
- reassign ownership

Write yours:
_____

This prevents slow decay.

10. Lock the operating principle

This is the mindset shift that keeps the system intact.

"Speed-to-lead is not a tactic. It's an operational standard."

Signed:
_____
Date:
_____

Why This Matters:

Speed compounds. Fast response creates trust, attention, and momentum before doubt has time to form. When speed is designed into the system, reply rates rise, conversations start cleaner, and booked calls increase without more leads, more ads, or more effort. You don't need to work harder. You need fewer delays.

If you want help installing this speed-to-lead system inside your CRM, inbox, and automations:

https://square1grp.com/brainstormsession