THE 5-MINUTE RESPONSE PLAYBOOK

The faster you respond, the more you win.

1

FIRST-RESPONSE

RESPONSE DELAYS

SPEED-TO-LEAD REALITY

ENFORCED

SPEED-TO-LEAD SYSTEM

AUTOMATED

OWNE

AUDIT YOUR SPEED-TO-LEAD REALITY

YOU DON'T LOSE DEALS BECAUSE OF BAD LEADS. YOU LOSE THEM BECAUSE YOU REPLY TOO LATE.

(SPEED-TO-LEAD)

HOW TO USE THIS WORKSHEET

Everyone thinks they respond fast. They don't. This worksheet forces you to measure how long leads actually sit untouched and how much money that delay quietly costs you.

Do not estimate. Pull real data from your CRM, inbox, DMs, or texts. Truth first. Fix second.

THE WORKSHEET:

1. Define what "fast" means in your business

Fill this in honestly.

"I believe a fast response time is _____ minutes/hours."
Write your number: _____

This is your current belief, not reality.

2. Audit your last 20 new leads

Pull real timestamps. For each lead, record:
- Lead received time
- First response sent time

Now calculate the average. Average response time across 20 leads: _____

If this number shocks you, good.

3. Categorize your response speed

Place your average into one bucket.
- Under 5 minutes
- 5–15 minutes
- 15–60 minutes
- 1–4 hours
- Same day
- Next day or later

Everything past 15 minutes is already decaying.

4. Identify your slowest response

Fill this in.

Longest response delay you found: _____ hours

That lead was effectively dead on arrival.

5. When do leads usually come in?

Check the most common.

- ☐ During work hours
- ☐ Early morning
- ☐ Evenings
- ☐ Weekends
- ☐ All over the place

This matters for system design later.

6. Why do responses get delayed?

Choose the real reason(s).

- ☐ I don't see the notification
- ☐ I'm busy when they come in
- ☐ I want to "respond properly" later
- ☐ I forget
- ☐ I don't have a script ready
- ☐ I underestimate urgency

Most delays are self-inflicted.

7. What do you tell yourself about delayed responses?

Finish this sentence honestly.

"It's okay if I respond later because _____."

Examples:
- they'll understand
- they're probably busy
- I'll sound more thoughtful

This belief is costing you deals.

8. Look at outcomes

Answer this based on your experience.

Fast replies usually lead to:
- ☐ Replies
- ☐ Conversations
- ☐ Booked calls
- ☐ Sales

Slow replies usually lead to:
- ☐ No response
- ☐ Cold leads
- ☐ Ghosting
- ☐ Price resistance

Circle the truth.

9. Estimate the hidden cost

Fill this in.

Number of leads per week: _____
Estimated % lost due to slow response: _____ %

"This delay likely costs me _____ per month."

You don't need perfect math. You need awareness.

10. Lock today's realization

Finish this sentence.

"My biggest lead problem isn't traffic or quality. It's _____."

Examples:
- slow response
- inconsistent follow-up
- no system

Write yours: _____

Why This Matters:

Speed isn't a tactic. It's leverage. Fast response increases trust, attention, and momentum before doubt has time to form. Slow response turns interested leads into "unresponsive" leads—and then you blame the market.
Today you proved this is a system issue, not a lead issue. Tomorrow, we diagnose **where delays are actually created** so you can stop relying on willpower and start fixing the process.

f you want help installing a speed-to-lead system that protects every new inquiry:

https://square1grp.com/brainstormsession

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:

1. Where do new leads first land?

Check all that apply.

- ☐ Email inbox
- ☐ CRM
- ☐ Facebook Ads notifications
- ☐ Instagram DMs
- ☐ Website form
- ☐ Text messages

Every extra location increases delay.

2. How many places do you have to check to see a new lead?

Fill this in honestly.

Number of places: _____

Anything above one is a liability.

3. What usually happens when a lead comes in?

Choose the most accurate answer.

- ☐ I see it immediately
- ☐ I notice it later
- ☐ I see it but don't respond
- ☐ I forget about it
- ☐ I tell myself I'll reply "properly" later

Delay starts here.

4. What blocks you from responding immediately?

Choose the real reasons.

- ☐ I don't know what to say
- ☐ I want to customize my response
- ☐ I don't have templates
- ☐ I'm mid-task and don't want to switch
- ☐ I underestimate urgency
- ☐ I assume they'll wait

Most delays are decision delays, not time delays.

5. Do you have a default first-response script?

Answer honestly.

- ☐ Yes, and I use it every time
- ☐ Yes, but I rarely use it
- ☐ No, I wing it every time

Winging it is slow by definition.

6. What should happen when a lead comes in—but doesn't?

Fill this in.

"When a new lead comes in, the first response should be _____ within _____."

Examples:
- a simple acknowledgment
- a question to start conversation
- a booking link

Write yours:
_____

If this isn't defined, speed will never be consistent.

7. Identify your biggest friction point

Pick the one that causes the most delay.

- ☐ Not seeing the lead fast enough
- ☐ Overthinking the response
- ☐ Lack of scripts
- ☐ Lack of notifications
- ☐ Lack of ownership
- ☐ All of the above

This is the choke point we fix tomorrow.

8. What false belief keeps this friction in place?

Finish this sentence.

"I don't need to respond immediately because _____."

Examples:
- they'll reply later
- quality matters more than speed
- I'll sound rushed

This belief is wrong. Write it anyway.

9. Redefine what "good response" actually means

Finish this sentence.

"A good first response is not _____. It is _____."

Examples:
- not perfect, but fast
- not detailed, but clear

Write yours:
_____

10. Lock today's insight

This is the system truth.

"My response delays are caused by _____, not lack of effort."

Examples:
- unclear process
- no default scripts
- too many inboxes
- poor notifications

Write yours:
_____

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

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:

1. Define the ONE job of your first response

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

Your answer:
_____

If your first response tries to do more than this, it slows you down.

2. What mistake do you usually make in first responses?

Be honest.

- ☐ Too long
- ☐ Too detailed
- ☐ Too salesy
- ☐ Too vague
- ☐ Too casual
- ☐ Too delayed

That mistake creates hesitation on both sides.

3. Choose your first-response style

Pick one you'll use consistently.

- ☐ Question-based
- ☐ Confirmation-based
- ☐ Action-based
- ☐ Combination of confirmation + question

Your choice:
_____

Consistency beats creativity.

4. Write your default first-response script

Keep it short. One or two sentences max.

Template examples:
- "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…"

Now write yours:
_____

If this can't be sent in under 10 seconds, it's too long.

5. Does your response require effort from the lead?

Answer honestly.

- ☐ Yes
- ☐ No

If no effort is required, engagement stays low.

6. Add ONE friction-light prompt

This increases reply rate.

Examples:
- "What's the main thing you're trying to fix?"
- "What made you reach out today?"
- "What's been the biggest frustration so far?"

Write yours:
_____

Simple questions beat explanations.

7. What should NOT be in the first response?

Check all that apply.

- ☐ Pricing
- ☐ Long explanations
- ☐ Your credentials
- ☐ Your process
- ☐ Attachments
- ☐ Links (unless booking is the goal

First response is not a pitch.

8. Define your speed standard

Fill this in clearly.

"My first response will be sent within _____ minutes of lead arrival."

Your number: _____

This is now non-negotiable.

9. Stress-test your response

Answer these honestly.

Could I send this while busy?
☐ Yes   ☐ No
Could a VA send this?
☐ Yes   ☐ No
Does this invite a reply?
☐ Yes   ☐ No

If any answer is "No," rewrite it.

10. Lock the new rule

Finish this sentence.

"My first response exists to start momentum, not to be impressive."

Signed:
_____

Date:
_____

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

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

Speed is the real differentiator.

Leads don't wait—and neither should you.

Install a speed-to-lead system that turns response time into revenue. Start inside.

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