The Simple Follow-Up Speed Sheet

Who it's for: Any business losing leads after they inquire
What you'll get: A basic follow-up routine that wins more deals

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1) The Goal

Turn interested into booked by showing up faster than competitors.

2) The Checklist

- Respond in minutes, not hours
- If no answer, send a short text
- Second attempt the same day
- Next day follow-up with value (answer a question or share proof)
- One last message after 3 to 5 days
- Track the outcome: booked, not interested, no response

3) Quick Wins

- Create one text template and use it immediately
- Block 15 minutes twice a day for follow-up
- Use one booking link and keep it simple

4) Common Mistakes

- One call and done
- Long, needy follow-ups
- Not tracking so you repeat losing behavior

5) Next Move

Most marketing problems are really follow-up problems. We fix both.