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The **Speed** to Lead Kit

Answer every enquiry in under five minutes, including the ones at 2am

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You commented HELP. Here it is.

Most leads do not go cold because they lost interest. They go cold because nobody got back to them fast enough, and by the time you did, someone else already had.

Part 1: The number that decides it

Response time beats almost everything else you could optimize. Not your website, not your pricing page, not your follow-up copy.

Time to first response	What typically happens
Under 5 minutes	You are usually the only one who called back
5 to 30 minutes	Still strong, noticeably weaker
30 minutes to a few hours	You are now competing on price
Next day	You are a quote they use to negotiate with someone else

The first business to respond wins a large share of the time, almost regardless of who is better. That is uncomfortable and it is also very good news, because speed is the easiest thing on that list to fix.

Part 2: Where your minutes actually go

Before automating, find the real gap. Take your last twenty enquiries and write down two timestamps: when it arrived, and when a human replied.

The delay is almost never "we were slow to type". It is one of these:

1. It arrived somewhere nobody watches (a form inbox, a page DM, a second phone)
2. It arrived out of hours and there was no path for that
3. It arrived while you were with a customer, which is most of the day
4. It arrived and got seen, and everyone assumed someone else had it

Each has a different fix. Automating before you know which one you have usually means building the wrong thing.

Part 3: The five minute rule, built

Three layers. Build them in this order.

Layer 1: everything lands in one place. Every channel, one inbox. Web form, phone, texts, social messages. This alone fixes failure mode 1 and 4 and costs you nothing but setup.

Layer 2: instant acknowledgement. Automatic, within seconds, on every channel. Its only jobs are to confirm a human is coming and to set a time. It should never pretend to be a person.

Say when you will reply, and be conservative. "Someone will call you within the hour" that holds beats "replying right away" that does not.

Layer 3: qualify and route. Two or three questions, then either book them straight into a calendar or push to a human with the answers attached. This is where the actual time is won, because your first human touch already knows what they want.

Part 4: Missed calls

If you take calls, this is the highest return item in the whole document, and it takes about four minutes to set up.

A missed call fires an automatic text within seconds: acknowledge, apologise, offer to help by text.

Most people will not call twice. They will call the next result. A text back keeps the conversation alive without you doing anything, and a large share of those turn into booked work.

Part 5: Letting them book themselves

The fastest response is one that does not need you at all. If the enquiry is a fit and the next step is obvious, the reply should contain a way to book.

Rules that keep this from backfiring: - Only offer slots you will genuinely keep - Cap how far out it can book - Confirm immediately, then remind the day before and the hour before - Make rescheduling one tap, because the alternative is a no-show

The reminder sequence matters as much as the booking. Booked-and-forgotten is worse than never booked, because you held the slot.

Part 6: Out of hours

Enquiries do not stop at 5pm and a meaningful share arrive outside working hours. You need one of two honest answers, not silence:

- **Handled:** acknowledgement, qualification, booking, all automatic. Human follows up in the morning with context.
- **Deferred honestly:** acknowledgement that says when a person will be in touch, and then that promise is kept.

Both work. Silence does not.

Part 7: What to measure

Metric	Target	If it is off
Median first response	Under 5 minutes	Your layers are not covering a channel
Percent auto-acknowledged	Near 100	A channel is not wired in
Enquiry to booked	Track your own baseline first	Usually qualification, not speed
No-show rate	Under 20 percent	Reminder sequence is too thin

Measure median, not average. One enquiry you answered three days later will hide twenty good ones.

Do it yourself checklist

- ☐ Timestamp your last twenty enquiries, arrival and first human reply
 - ☐ Identify which of the four failure modes you actually have
 - ☐ Get every channel into one inbox
 - ☐ Write the instant acknowledgement, with a promised time you will keep
 - ☐ Turn on missed-call text back today, it takes minutes
 - ☐ Add two or three qualifying questions
 - ☐ Connect a booking link with confirm plus two reminders
 - ☐ Decide your out-of-hours answer, handled or deferred honestly
 - ☐ Re-measure median response after 30 days
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The honest caveat

Speed only wins if what arrives is worth answering. If your enquiries are mostly poor fits, responding in three minutes just gets you to the no faster. Fix the source first, then the speed.

If you are not sure which is your problem, reply to the DM with where your enquiries come from and roughly how many a week. I will tell you whether speed is actually your bottleneck or whether something upstream is.