



The 5-5-5 Rule

Never lose a lead to a slow reply. A simple rule of thumb for answering and following up, with the texts to do it.

5

MINUTES

Reply to any new call, text or chat within 5 minutes.

5

FOLLOW-UPS

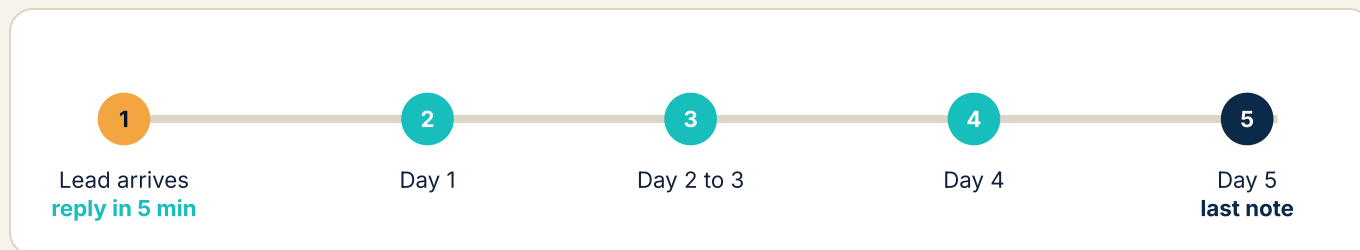
A quiet lead gets about 5 touches, not just one.

5

DAYS

Spread them over the first 5 days, then stop.

What it looks like



How fast are you, really?

Your usual reply time	What it means	Your move
● Under 5 minutes	You are ahead of most businesses	Add the 5 follow-ups
● 5 to 60 minutes	Leads may already be calling the next name	Save the 5 texts on your phone
● Hours or next day	Many leads are gone before you reply	Set up a missed-call text-back

The 2-minute test

Call your own business from a friend's phone.

1. Do you answer? If not, does anything text back right away?
2. Send a message through your website form or chat. How long until a reply?
3. Write down the minutes. That is your real number.

The 5-5-5 Rule is our own rule of thumb from working with local businesses, not a research study.

Your 5 copy-and-paste texts

Save these as shortcuts on your phone. Swap in your own words and the [brackets].

1 · Within 5 minutes of a new lead

"Hi [Name], this is [You] with [Business]. Thanks for reaching out about [the thing]. I can help with that. Is a quick call or text easier for you?"

Missed call · right away

"Sorry I missed your call! I'm with a customer right now. What can I help you with? I'll get back to you as soon as I'm free."

2 · Day 1

"Hi [Name], just checking you got my message about [the thing]. Still need help? Happy to answer any questions."

3 · Day 3

"Hi [Name], I have openings on [day] if you'd like to get this done. Want me to hold a spot for you?"

4 · Day 5, last note

"Hi [Name], I don't want to bug you, so this is my last note. If you still need [the thing], just reply and I'll jump on it. Either way, best of luck!"

Only text people who contacted you first, and stop right away if they ask you to. Never send more than the 5.

Want this to run on its own?

Missed-call text-back and automatic follow-up can send these for you, even when you are on a job. If you would like to talk it through, a 15-minute call is free, no pressure.

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