

Stop losing customers you already have

The 3 steps that keep leads from slipping away.

You work hard to get someone to reach out. Then they go quiet, and you never hear from them again. Nine times out of ten it isn't the price and it isn't you, it's the follow-up. These are people who already raised their hand. Here is the 3-step fix that stops them from slipping through the cracks.

1 Answer fast. Like, really fast.

The business that answers first usually wins the job. Lead-response research has shown for years that your odds of landing someone fall off a cliff after the first hour. Speed beats polish.

Do this: reply to every new inquiry within five minutes, even if it's just a quick holding message. A fast "I'm on it" beats a perfect answer an hour later.

Copy this

Got your message, thank you! Give me **[a little while]** and I'll get you a real answer. In the meantime, what's the best number to reach you?

Can't always be at your phone? Set up an instant auto-reply so nobody ever hits silence. A free tool can send it for you the moment a call is missed or a form comes in.

2 Follow up 5 times, not once.

Most people need several nudges before they commit. Most owners give up after one. That gap, between one follow-up and five, is pure money on the floor. Warm and helpful, never pushy.

Do this: run every lead through the same simple 5-touch sequence over two weeks.

DAY 1 "Just making sure you got my message, happy to answer any questions."

DAY 3 Answer the question they probably have (price, timing, how it works).

DAY 5 Send one quick piece of proof, a photo of your work or a review.

DAY 8 "Want me to hold a spot for you this week?"

DAY 14 "Last check-in from me, no worries at all if the timing's off. I'm here when you're ready."

3 Never let one fall through.

You can't follow up with someone you forgot about. Even one dropped lead a week adds up to a small fortune over a year. You don't need fancy software, you need one place to look.

Do this: keep one simple list with four columns. Every new lead goes on it the moment they reach out, and nothing falls off.

Your whole system

Name | **What they want** | **Last time I contacted them** | **The next step**

Try this today

Write your **instant-reply message** right now, the exact words that go out the second someone contacts you. Save it in your phone's notes. Use it on the very next person who reaches out. That one habit alone will win you jobs you're losing today.