



SILENT LEAD RECOVERY

Follow up with **new value**, not a repeated calendar link.

TOUCH 1

Research drop

Send the most relevant scorecard, builder, map or calculator based on the bottleneck already mentioned.

Which part looks closest to your current process?

TOUCH 2

Proof + invitation

Use one verified case study, explain the applicable lesson, then offer to map the exact first version.

Worth me mapping the exact flow and likely cost for you?

Starting cadence

LEAD INTENT	FIRST VALUE TOUCH	PROOF/INVITATION	THEN
High intent	2-3 hours	8-12 hours	Stop or continue on reply
Medium intent	4-6 hours	12-20 hours	Stop or retarget

Timing is a testable starting point. Respect local daytime and the channel's permitted messaging window.



COPY LIBRARY

Problem-specific research drops.

SLOW REPLIES

You mentioned delayed replies. This short scorecard shows the seven points that determine whether an enquiry is handled or forgotten: {scorecard_link}. Which stage is currently the weakest?

WEAK ENQUIRIES

You mentioned getting too many unqualified enquiries. Here is a simple three-question qualification template for {industry} businesses: {builder_link}. Would you change any of those questions?

MISSED FOLLOW-UP

You mentioned leads going quiet. Here is a sample follow-up map showing what to send after the first response without repeatedly asking them to book: {blueprint_link}. Does your team currently follow up more than once?

PRICE CONCERN

You mentioned cost. This planning calculator estimates how many enquiries may be affected by late responses or no follow-up: {calculator_link}. Want me to help interpret the result?