TEXT 1 · WITHIN 1 MINUTE

The instant reply.

TEXT MESSAGE · TODAY

Hey, it's [Business]. Sorry we missed your call, we're on a job right now. What's going on? I can get you on the schedule from here.

Swap in your business name. Screenshot it. It's yours.

TEXT 2 · AFTER YOU CLOSE

The after-hours reply.

TEXT MESSAGE · TODAY

Thanks for calling [Business]. We're closed for the night but I saw your call. Reply with what you need and the best time tomorrow, and you're first on my list in the morning.

Swap in your business name. Screenshot it. It's yours.

TEXT 3 · NEXT MORNING, NO REPLY

The next-day nudge.

TEXT MESSAGE · TODAY

Morning, [Business] here following up on your call yesterday. Still need help with that? I've got a slot at [time] today if it's easier.

Swap in your business name. Screenshot it. It's yours.

RULES THAT MAKE THEM WORK

Short. Human. One question.

01 Send within a minute or two. Speed is the whole point.

02 Sound like you, not a bank. No “Valued customer.”

03 End with one easy question they can answer in five words.

04 Only text people who called you. Never cold-text a list.