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<div class="cover__brand">Capers Ventures · Lead Magnet</div>
<p class="cover__sub" style="margin-top:1.4rem; color:#8B8270; font-size:9.5pt;
letter-spacing:0.22em; text-transform:uppercase;">Free for Eastern NC
Operators</p>
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Lead *Follow-Up Scripts*

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<p class="cover__sub">The leads aren't dead. The follow-up is. Eleven copy-paste
scripts – SMS, email, phone – for every lead scenario from fresh inquiry to
ninety-day reactivation.</p>
<div class="cover__meta">
  <span>Built by Capers Ventures</span>
  <span>Eastern North Carolina</span>
</div>
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Most “lost” leads aren’t lost.

They are sitting in someone’s inbox waiting for the second message that never came.

A roofer in Greenville closes 18% of inbound leads. The other 82% are not dead. About a third of them simply never got a second touch. Another third got a second touch that was so generic it read as automated. The remaining third had a real objection that nobody handled. The leads were there. The follow-up was not.

The contrarian frame: **most operators give up at Day 3 — when the real conversions usually come on Day 7 and beyond.** The scripts in this document treat the actual disease. They are not “tips to nurture leads.” They are the exact words to send, organized by the moment in the lead’s life when sending them matters.

Who this is for

- You’re getting leads but not closing enough of them. The top of the funnel is working; the middle leaks.
- You want consistency across whoever does outreach. Solo this week, VA next quarter — the message stays the same.
- You’ll actually use them. Saving scripts isn’t using scripts. The format is built to drop straight into your CRM, your phone, or your email client.

Who it’s not for

- You don’t have leads coming in yet. That’s a top-of-funnel issue — start with the 90-day content calendar or the ad launch checklist instead.
- You want a fully done-for-you follow-up service. The retainer is the path. These scripts are for the operator running their own outreach.

How to read each script

Every script in this library has four parts:

1. **Scenario** — when to send it.
2. **Channel** — SMS, email, or phone.
3. **Exact copy** — paste it. Swap your offer in. The structure is what matters; the words can be yours.
4. **Why it works** — one line on what the script is doing under the hood, so you can write your own variants.

The script library

Script 01 — Fresh inbound, 5-minute response

Scenario. A lead just submitted a form, called and left a message, or sent a DM. You're responding within 5 minutes.

Channel. SMS.

SMS · FRESH INBOUND · 5-MINUTE RESPONSE

Hey [Name] — Paris here from [Business]. Got your inquiry about [topic].
Wanted to text quick before it gets lost in email. Quickest path is a
10-minute call — does today after 4 work, or is tomorrow morning better?

Why it works. *Speed signals you take the lead seriously. The two-option close removes the "I'll get back to you" trap and forces a yes/no/counter-offer instead of a maybe.*

Script 02 — Fresh inbound, 1-hour response

Scenario. Same lead as above, but you weren't able to respond inside 5 minutes. Now it's an hour later.

Channel. Email (more depth) and a follow-up SMS if no email reply by end of day.

EMAIL · FRESH INBOUND · 1-HOUR RESPONSE

Subject: re: your [topic] inquiry

Hi [Name],

Saw your note about [specific thing they mentioned]. Apologies for not getting to this within the hour — wanted to send a real reply rather than a holding email.

Quick context on how we typically handle [their situation]: [one sentence].

If it'd be useful, the fastest way to figure out whether we're the right fit is a 10-minute call. I have these windows open this week:

- Wednesday 2:00 or 4:30
- Thursday 10:00 or 1:00

If none of those work, just send back a time that does.

Paris [Business] · [Phone]

Why it works. The "apologies for not getting to this within the hour" subtly anchors the standard you're holding yourself to. Specific time slots beat "let me know when works" because they remove decision fatigue.

Script 03 — No-show callback, 24 hours after

Scenario. The lead booked a call or appointment and didn't show. It's been about 24 hours.

Channel. SMS first, email if no response.

SMS · NO-SHOW CALLBACK · 24 HOURS

Hey [Name] — noticed we missed each other yesterday for [appointment type]. No worries, things come up. Want to grab a new time? I have Thursday at 2 or Friday at 10 open if either works.

Why it works. *"Things come up" removes any shame in the no-show, which is the unspoken reason people don't reschedule themselves. Offering two specific times restarts the booking process without making them dig back through your calendar link.*

Script 04 — No-response after estimate, Day 3

Scenario. You sent the estimate three days ago. No reply yet.

Channel. Email.

Subject: re: your estimate

Hi [Name],

Wanted to circle back on the estimate I sent Monday. Three quick things in case any of them are useful:

1. If you have questions on any line item — happy to walk through it on a 5-minute call.
2. If timing's the issue, we have openings starting [date] and [date].
3. If you've decided to go a different direction, totally fine — just let me know so I can stop nudging.

What's the read?

Paris

Why it works. The third option — “totally fine if you went a different direction” — is the unlock. It removes the social pressure that makes leads ghost. Giving them a graceful exit usually surfaces what was actually going on.

Script 05 — No-response after estimate, Day 7

Scenario. A full week since the estimate. They didn't reply to Day 3 either.

Channel. SMS.

SMS · ESTIMATE FOLLOW-UP · DAY 7

Hey [Name] — quick text rather than another email. Still want to move forward on [project]? Happy to answer any question, adjust the scope, or step aside if you've decided to wait. Just need a quick yes/no/later so I know how to plan.

Why it works. Switching channels (email → SMS) gets the message in front of them fresh. "Yes/no/later" is the cleanest possible ask — every reply is useful information.

Script 06 — No-response after estimate, Day 14

Scenario. Two weeks. This is the "break-up" message — the last direct touch before reactivation cadence takes over.

Channel. Email.

EMAIL · ESTIMATE FOLLOW-UP · DAY 14 (BREAK-UP)

Subject: closing the loop

Hi [Name],

Going to assume the timing isn't right on the [project] estimate and stop following up.

If anything changes — different timeline, different scope, different question — the door's always open. Just reply to this email or text [phone].

Best, Paris

Why it works. The "break-up" email has the highest response rate of any follow-up in the sequence. Removing the pressure usually causes the lead to step back in. The ones who don't reply are honestly gone, and that's useful information too.

Script 07 — Reactivation, Day 90 dormant lead

Scenario. A lead from three months ago who went cold. New season, new opportunity to re-engage.

Channel. Email.

EMAIL · REACTIVATION · DAY 90

Subject: thinking about you and [their project]

Hi [Name],

It's been about three months since we first talked about [their project]. Quick check-in — is this still on the table, or did it get handled (or shelved) in the meantime?

The reason I'm asking now: [seasonal or business reason — e.g., "we're booking the spring schedule and wanted to leave room if you're still thinking about it" / "we just finished a project similar to what you described and learned something I think would change the recommendation"].

If it's still alive, want to grab 10 minutes to refresh? If it's handled, congrats — and if anything else comes up down the line, just reach out.

Paris

Why it works. *The reactivation succeeds when there's a real reason for the timing. Don't reach out at 90 days just because the calendar said so — pair it with a seasonal hook, a recent project, or a new insight that's actually relevant to their situation.*

Script 08 — Objection: “It’s too expensive”

Scenario. Lead has the estimate and is pushing back on price.

Channel. Phone first, email as backup.

PHONE SCRIPT · OBJECTION · “TOO EXPENSIVE”

“Totally hear you. Before I respond to the price, can I ask one question — is it ‘this is more than I expected’ or is it ‘this is more than the budget I have available’? Because those are two different conversations.

If it’s the first one — I can walk you through where the cost comes from and we can see if there’s anything in the scope that doesn’t need to be there.

If it’s the second one — let’s talk about what budget you do have and figure out whether there’s a smaller version that still solves the actual problem, or whether you should wait until the budget is there.

Which one is it?”

Why it works. Most “too expensive” objections are not actually about price. They are about value-perception (they don’t yet see why it costs that), about scope (they expected less), or about budget (they don’t have the money right now). Naming the three options out loud lets the customer self-identify which one is really going on — and each one has a different response.

Script 09 — Objection: “Let me think about it”

Scenario. They say they need to think. Usually a soft no, sometimes a real maybe.

Channel. Phone, in the moment.

PHONE SCRIPT · OBJECTION · “LET ME THINK ABOUT IT”

“Of course — take the time you need. One quick question so I know how to follow up: is there a specific thing you want to think through, or is it more of a general ‘sit with it’ feeling?”

If there’s a specific question or concern, I’d rather answer it now than have you sit with the wrong info. If it’s just a ‘let me sleep on it’ — totally fine, when would be a good time to circle back? Day or two? End of week?”

Why it works. “Let me think about it” is usually a polite way to end the call without confrontation. The two follow-up options force a small commitment: either name the concern or name a follow-up window. Either is better than letting the lead drift.

Script 10 — Objection: “Can you do it for less?”

Scenario. Direct ask for a discount.

Channel. Phone or email, depending on where the conversation is happening.

PHONE/EMAIL · OBJECTION · "CAN YOU DO IT FOR LESS?"

"Honest answer — not on this scope. The price reflects what's actually involved in doing it right, and discounting it would either mean cutting corners I'm not willing to cut, or doing work at a loss, which isn't sustainable for either of us.

What I can do is show you two adjacent options:

1. A reduced-scope version that's [X% less] but drops [specific item]. Same quality on what's left in.
2. A phased version where we do [phase 1] now and [phase 2] in 60–90 days. Same total scope, spread over two budgets.

Either of those a better fit?"

Why it works. The honest "no" on the bare discount preserves your pricing integrity. Offering two alternatives — reduced scope or phasing — gives the customer a real path forward that doesn't require you to undermine your own work. Most price-sensitive leads will pick one of the two alternatives over walking away.

Script 11 — Review request, 24 hours after job close

Scenario. Job is complete, customer is satisfied. Don't wait a week — ask while the work is fresh.

Channel. SMS first (highest response rate), email as a backup.

SMS · REVIEW REQUEST · 24 HOURS POST-CLOSE

Hey [Name] — Paris here. Hope [project/job] is settling in well. Quick favor: if you have 60 seconds, would mean a lot if you'd drop us a Google review. Here's the direct link: [URL]. No worries if it's not the right time — just figured I'd ask while it's fresh. Thank you again for trusting us with the work.

Why it works. *Specific, low-friction ask ("60 seconds"), direct link (not "go to our Google page and search"), graceful out ("no worries if not"). The "thank you" at the end is genuine, not a manipulation — and it's the right way to end any customer interaction.*

The CRM automation tip

Saving these scripts in a doc somewhere means you'll use them when you remember to. Wiring them into a CRM workflow means they fire whether you remember or not. That is the difference between scripts you have and scripts you ship.

The minimum viable automation setup

In GoHighLevel (or HubSpot, Pipedrive, ActiveCampaign — the patterns translate):

Trigger 1 — New lead. A new contact is created from a form fill, call log, or DM capture.

Workflow fires: - Send Script 01 via SMS (immediately). - Wait 1 hour. If no reply received, send Script 02 via email. - Wait until end of day. If still no reply, send a short SMS nudge.

Trigger 2 — Estimate sent. When you mark a deal as "estimate sent," workflow fires: - Wait 3 days. Send Script 04 via email. - Wait 4 more days. Send Script 05 via SMS. - Wait 7 more days (Day 14 total). Send Script 06 via email. - After Script 06, move the contact to a "dormant" list with a 90-day timer.

Trigger 3 — Dormant 90 days. When a contact has been in "dormant" for 90 days, fire Script 07 via email.

Trigger 4 — Job closed. When a job is marked complete, wait 24 hours and fire Script 11 via SMS.

What to leave manual

Objection-handling scripts (08, 09, 10) are not automation candidates. They are conversation scaffolding for moments when you're actually on the phone with a human. Don't try to automate these — automating them is how follow-up starts to feel robotic, which is the exact thing the scripts are designed to avoid.

A note on tone

The scripts above are written in a register that works for the operator who's running their own outreach in Eastern NC. Warm but not saccharine. Direct but not aggressive. The same way a thoughtful neighbor who happens to run a business would actually talk.

When you adapt these for your business, the test is simple: read each script out loud. If it sounds like something you would actually say, ship it. If it sounds like a marketing email pretending to be a human, rewrite it until it doesn't.

The scripts close the gap. The Audit closes the leak.

Running the scripts will tell you something: which channel converts, where leads actually drop, what objections keep coming up. The scripts give you a working follow-up cadence. The \$27 Audit tells you which leak in the rest of the funnel to fix next — pricing, qualification, intake form, or the call itself.

<https://cv-pages-f5f.pages.dev/audit/>

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