

JAMES MARTIN • \$19 ONE-TIME • PHONE + PRINT

# The Lead Leak Swipe File

72 copy-paste texts for shops that already get inquiries — and then ghost them.

You already paid to make the phone ring. Then you missed it. Then the DM sat. Then the quote sat. Then it was Monday.

This is the sheet of texts. Not a course. Not software. Words you send from the phone in your pocket.

If your phone never rings, this will not help. If you already answer everything in under a minute, don't buy this. You don't have a leak.

## What's in here

| Block                             | Count | Job                                 |
|-----------------------------------|-------|-------------------------------------|
| A. Missed-call text-backs         | 18    | They called. You didn't pick up.    |
| B. Sitting-DM rescue              | 12    | IG, Facebook, Google, website chat. |
| C. Ghosted quote / request        | 15    | Same-day → day 10 + 5 objections.   |
| D. Weekend rescue + weekend-offer | 16    | Fri 5pm → Mon 8am, plus 8 offers.   |
| E. Industry starters              | 7     | One first-send per trade.           |
| R. They replied                   | 4     | Yes / call me / photos / no.        |
| Total sendable texts              | 72    |                                     |

Plus: industry fill-in cards, a 10-minute checklist, a tracker, and 6 rewrite prompts (bonus — the pack works without them).

## Brackets (fill these once, then per text)

| Bracket        | What goes in                                    | Example                      |
|----------------|-------------------------------------------------|------------------------------|
| [SHOP NAME]    | Shop name. Add your first name if you want.     | Lisa at Rooted • Lake Street |
| [YOUR NAME]    | Your first name, when the line needs a person.  | Marcus                       |
| [FIRST NAME]   | Their first name. Skip it if you don't have it. | Sarah                        |
| [SERVICE]      | The thing they asked for. Be specific.          | no-cool, highlights, brakes  |
| [HOURS]        | A real time. Never type "soon."                 | Tue 9am, Thu 2 or Fri 9      |
| [BOOKING LINK] | Your live book page. Or delete the link.        | yoursite.com/book            |

Type your real starting price over \$XX in the price text. If a line has a bracket you don't need, delete that sentence. Don't send empty brackets.

## How to use this in 10 minutes

Do this on your phone. Between clients is fine. Standing in the bay is fine.

- Minute 0–2. Save lead-leak-scripts.txt to Notes. Find and replace [SHOP NAME], [YOUR NAME], [BOOKING LINK]. Leave [SERVICE], [FIRST NAME], and [HOURS] to fill per person.
- Minute 2–4. Missed calls. Open Recents. Anyone you didn't answer since yesterday. Send A1, A5, A7, A9, or A11. One text. Don't write a new one.
- Minute 4–6. Sitting DMs. Instagram. Facebook. Google Business. Website chat. Unread or sitting. Overnight ones first. B1–B12.
- Minute 6–8. Open quotes. Anything you sent that didn't get a yes or a no. Same-day = C1. Day 2 = C3. Day 5 = C5. Day 7 = C7. Day 10 = C9. Then stop.
- Minute 8–10. Weekend leftovers. If it's Monday before 9, do D6 / D7 / D8 for everything since Friday 5pm. If it's Friday at close, set D1. Log what you sent in the tracker so you don't hit the same person twice.

That's the product. Save to Notes. Copy. Send. The leak stops when the texts go out, not when you “get organized.”

If they reply, jump to R1–R4. Don't win the lead back and then go silent.

## Legal-ish note (read once)

Edit every line so it matches your shop. Don't send a dentist line from an HVAC truck. Don't promise a medical or dental result. Consults and appointments only.

This pack does not send texts for you. You type. You send. You are responsible for what goes out.

Don't spam. Don't buy a list. Don't text people who didn't call you, message you, or ask for a quote.

TCPA and consent (US, high level — not legal advice): marketing texts generally need consent. Weekend-offer blasts to a cold list are how shops get in trouble. If they called you or wrote you, they started the conversation — still follow the rules in your state. Honor STOP every time, no argument, no “one last note.” Don't text after they opt out. If you're not sure, ask your own counsel. I'm selling sentences, not a compliance program.

Keep SMS short. Almost every A/C/D line fits one message after you fill the brackets. C5 is the exception on purpose (two texts, three questions). If you add a paragraph to any other line, you added a second text. That's your call.

Each text has When (send it then, not “whenever”) and Fits (which shops). If it doesn't fit, skip it. There are 71 others.

*No made-up stories in this file. No “this booked three people overnight.” You'll know in a week if a line works, because they reply or they don't.*

## SECTION A — Missed-call text-backs (18)

They called. You were with a client, on a job, or closed. Most of them will not leave a voicemail. The next shop is one tap away. Send from the same number they called when you can. If you use a different number, say so in the first line. Pick one. Don't stack three missed-call texts in an hour.

### A1. OPEN HOURS — With a client

When: You missed a call during open hours because you were with someone. Send as soon as you can look at the phone. Fits: All shops. Especially salon, dentist, gym, med spa, auto counter.

Hey, this is [YOUR NAME] at [SHOP NAME]. Just missed you — I'm with someone until about [HOURS]. Text me what you need and I'll reply before I hang it up tonight.

### A2. OPEN HOURS — Stepped away from the desk

When: Bathroom, lunch, parts run, grabbing a coffee. You saw the missed call within a few minutes. Fits: All shops.

[SHOP NAME] — just missed your call. We're open till [HOURS]. Text [SERVICE] and a time that works. I'll lock it in.

### A3. ON A JOB — Hands aren't free

When: You're on a roof, under a car, in a house, or mid-service. You can text. You cannot talk. Fits: HVAC, auto, home services. Salon/med spa if you're mid-client and can thumb a text.

[SHOP NAME] here. I'm on a job so I can't pick up. Text what you need. I'll call when my hands are free.

### A4. ON A JOB — You know when you'll be free

When: Same as A3, but you can name a window. Send that window. Don't say 'soon.' Fits: HVAC, auto, home services.

Missed you — finishing a job. Free around [HOURS]. If it's [SERVICE], text me the details and I'll call you then.

### A5. AFTER HOURS — Evening, not an emergency

When: They called after you locked the door. First text that night, not the next afternoon. Fits: All shops.

Hey, [SHOP NAME] just closed. Saw your call. We open [HOURS]. Text [SERVICE] + a good number. I'll start there in the morning.

### A6. AFTER HOURS — First on the list

When: You want them to feel held, not parked. Use when the job is worth opening with. Fits: All shops. Strong for HVAC, auto, dentist, home services.

Got your call after hours. You're first on my list at [HOURS]. Reply with [SERVICE] so I don't waste the call.

## A7. SUNDAY / HOLIDAY — Closed

When: Sunday, holiday, or any day the shop is dark. Send the same day you see the call. Fits: All shops.

[SHOP NAME] is closed today. I saw you called. Text what you need and I'll reach you first thing [HOURS].

## A8. SUNDAY / HOLIDAY — You can still book from the phone

When: You're closed, but you can tap a booking link. Use if your book is live 7 days. Fits: Salon, gym, med spa, dentist. Auto if you take drop-off bookings.

Closed today, but I have the phone. Need [SERVICE]? Book here [BOOKING LINK] or text a day that works.

## A9. EMERGENCY — Real problem right now

When: No heat, no AC, car won't start, water in the house, tooth pain. Send immediately. Then call if you said you would. Fits: HVAC, auto, home services, dentist (pain). Skip this for salon, gym, med spa.

[SHOP NAME] — if this is an emergency, text the address and what's going on. I'll call you back. If it can wait, we open [HOURS].

## A10. NON-EMERGENCY — It can wait till morning

When: After-hours call that is clearly not a crisis. Be honest. Don't fake an emergency line you don't have. Fits: All shops.

Saw the call. Not an emergency line after close, but I didn't want you hanging. Text [SERVICE]. I'll set you up at [HOURS].

## A11. VOICEMAIL + TEXT — You just left a voicemail

When: You called back, got their machine, left a 10-second VM, then send this. Do both. People listen to one or the other, not both. Fits: All shops.

Just left you a voicemail from [SHOP NAME]. Easier to text me what you need for [SERVICE]. I'll get you on the board.

## A12. VOICEMAIL + TEXT — They didn't leave a message

When: Missed call, empty voicemail. Most people. Don't wait for a VM that isn't coming. Fits: All shops.

You called [SHOP NAME] and didn't leave a message. All good. What do you need? Times for [SERVICE]: [BOOKING LINK]

## A13. THEY KEEP CALLING — Two or three rings, you can't pick up

When: Same number, repeat calls, you're still busy. Text beats another missed ring. Fits: All shops.

You've called a couple times — sorry. I'm tied up. Text [SERVICE] + your name. Faster than the phone right now.

**A14. THEY KEEP CALLING — Still ringing, you still can't talk**

When: Fourth call, or they call every 20 minutes. Name the time you can actually pick up. Fits: All shops.

Still seeing your calls. I can't pick up till [HOURS]. Text works. What do you need and when should I call?

**A15. NEVER PICK UP — You called back, they didn't answer**

When: You returned the missed call. They didn't pick up. Don't leave it there. Fits: All shops.

Tried you back from [SHOP NAME]. Must've crossed. Text a time for [SERVICE] or book: [BOOKING LINK]

**A16. NEVER PICK UP — Second callback**

When: You tried twice. Give them a 1 or 2. Put STOP in this one so you're clean if they want out. Fits: All shops.

Second try from [SHOP NAME]. Don't want you stuck. Reply 1 to book [SERVICE], 2 for a callback. Reply STOP to end texts.

**A17. OPEN HOURS — Other line was busy**

When: Front desk, two lines, both lit. Fits: Dentist, salon, gym, med spa, auto. Any shop with a counter phone.

[SHOP NAME] — we were on the other line. Still need [SERVICE]? Tell me a time window and I'll hold a spot if I can.

**A18. NEVER PICK UP — Last polite close**

When: 24–48 hours after the missed call. No answer, no text back. Close it so you stop chasing air. Fits: All shops.

Last note from [SHOP NAME]. You called about [SERVICE]. I'll close this out unless you want it. Reply and I'll reopen it.

## SECTION B — Sitting-DM rescue (12)

Instagram, Facebook, Google Business, website chat. Same leak, different box. Reply in the same thread they used. Don't pull a Google message into Instagram. Don't "like" the message and walk away. DMs can run a little longer than SMS. Still keep them short. People are standing in a parking lot.

### B1. INSTAGRAM — Reply now

When: They DMed in the last few minutes. You're looking at it. Answer in the app, not 'I'll get to it.' Fits: All shops with Instagram.

Hey — just saw this. [SHOP NAME] here. What are you looking for ([SERVICE])? I'll tell you next openings.

### B2. FACEBOOK — Reply now

When: Messenger, page inbox, or comment-to-inbox. Same rule: now, not later. Fits: All shops with a Facebook page.

Hi, thanks for the message. This is [SHOP NAME]. Need [SERVICE] or a price range? I'll get you a straight answer.

### B3. GOOGLE BUSINESS — Reply now

When: Google Business message / 'Ask a question.' These people were already looking at your hours and reviews. Don't let it rot. Fits: All shops. Especially HVAC, dentist, auto, home services.

Got your Google message. [SHOP NAME] here. Tell me [SERVICE] + a day that works. I'll confirm or send times.

### B4. WEBSITE CHAT — Reply now

When: Chat widget, contact form that texts you, or 'message us' box. Treat it like a call. Fits: All shops with a site chat or form.

Hey, I'm here. [SHOP NAME]. What do you need and when were you hoping to come in? I can check [SERVICE] now.

### B5. ANY CHANNEL — One hour late

When: The message sat while you finished a client or a job. Own the delay in one line. Then ask for the booking. Fits: All shops.

Sorry — your message sat for a bit. I'm on it now. Still need [SERVICE]? Say a day and I'll pull times.

### B6. ANY CHANNEL — Overnight

When: They wrote after you closed. You see it in the morning. Send it before you check email. Fits: All shops.

Hey — your message sat in here longer than it should have. You looking to book [SERVICE] this week, or just want a price for now?

## B7. ANY CHANNEL — It sat all weekend

When: Monday. Unread since Friday night. Don't pretend you just saw it. Then give a time. Fits: All shops.

Hey, this sat all weekend. My fault. Still interested in [SERVICE]? I can get you in [HOURS] if that window's open.

## B8. PRICE QUESTION

When: They asked 'how much.' Don't write a novel. Give a real floor, then a next step. Type your actual starting price over \$XX. Fits: All shops.

[SERVICE] starts at \$XX. That's the real floor, not a teaser. Want a time, or a 10-min consult first?

## B9. AVAILABILITY — When can I get in

When: They asked for a day or 'next opening.' Put a real window in [HOURS]. Don't say 'soon.' Fits: All shops. Salon, dentist, gym, med spa live and die on this one.

Next openings for [SERVICE] are [HOURS]. Want one of those, or a different day? I can check.

## B10. JUST LOOKING

When: They said they're not ready, browsing, 'just curious.' Don't pitch. Leave the door cracked. Fits: All shops.

All good — look around. When you're ready for [SERVICE], I hold spots for people who already wrote in. Book later: [BOOKING LINK]

## B11. PHOTO / CONSULT ASK

When: They sent a picture, asked 'can you do this,' or want a consult before they book. Look at the photo. Then this. Fits: Salon, med spa, auto, HVAC/home services, dentist (don't diagnose in DMs).

Send the photo / a couple pics of the issue. I'll tell you if it's [SERVICE] we handle and what the next step is. No charge to look.

## B12. GOOGLE / CHAT — Overnight catch

When: Google or website message that came in last night. These folks were comparing shops. Fits: HVAC, dentist, auto, home services, gym.

You wrote in last night. [SHOP NAME] — I'm back. Still want help with [SERVICE]? Reply here or book: [BOOKING LINK]

## SECTION C — Ghosted quote / request (15)

You sent a number. They went quiet. You didn't want to “bother them,” so the file sat until it was dead. Sequence: same-day confirm, day 2, day 5 (new angle), day 7 (schedule), day 10 (close the file). Then the five objection texts: price, spouse, other quotes, “not now,” silence. One text per of those days. If they reply, jump off the sequence and use C11–C15 or R1–R4.

### C1. SAME-DAY — Quote just went out

When: You sent the number (text, email, or paper). Send this the same day so they know to look for it. Fits: HVAC, auto, home services, dentist treatment plans, med spa packages, gym PT. Salon if you quoted a big service.

[FIRST NAME] — just sent the [SERVICE] quote from [SHOP NAME]. Look it over. Questions, reply here. I can hold the number till [HOURS].

### C2. SAME-DAY — Request in, quote not ready yet

When: They asked for a number. You don't have it yet. Confirm you have the request so they don't call the next shop.

Got your [SERVICE] request. I'm writing it up today. You'll have numbers before [HOURS]. Reply here if anything changed.

### C3. DAY 2 — Did you get it

When: About 24 hours after the quote. Short. One question. Fits: All shops that quote.

[FIRST NAME], checking you got the [SERVICE] quote. Want me to walk through it, or are we good to pick a day?

### C4. DAY 2 — Add one useful detail

When: Same window as C3. Use this if you already asked 'did you get it' yesterday, or if the quote was long.

Quick add: that quote includes the work we talked about, not a cheap once-over. If you want [SERVICE] this week I still have [HOURS].

### C5. DAY 5 — New angle (the real problem)

When: Day 5. Don't resend the PDF. Ask which problem it is. Runs long on purpose — two SMS. Don't cut the three questions.

Still have your quote for [SERVICE] on my desk. If the number's the problem, tell me. If timing's the problem, tell me that. If you already booked someone else, say so and I'll close the file.

### C6. DAY 5 — New angle (calendar is filling)

When: Day 5 alt. Use if price isn't the likely issue — season, weather, a full book.

[FIRST NAME] — calendar's filling for [SERVICE]. I can still do your quote if we lock a day by [HOURS]. Want me to hold it?

## C7. DAY 7 – Schedule the work

When: A week in. Stop explaining. Ask for a day.

[FIRST NAME], if the number works, let's pick a day for [SERVICE]. I have [HOURS]. Say yes and I'll book it.

## C8. DAY 7 – Two windows, they pick

When: Same day as C7. Better when you actually have two slots. Put real times in [HOURS] like 'Thu 2pm or Fri 9am'.

Two windows left that fit your [SERVICE] quote: [HOURS]. Which one? If neither, tell me two days you can do.

## C9. DAY 10 – Close the file

When: Ten days. No reply. Close it. Leave the door open. Then stop.

[FIRST NAME] – I'm closing the [SERVICE] file so I don't keep ping you. If you still want it, reply this week and I'll reopen it.

## C10. DAY 10 – Archive + STOP

When: Last text on this quote. Use if C9 already went, or if you want the STOP language in the closer.

Last note on the quote. I'll archive it after today. Same number if you come back. Reply STOP if you want no more texts from [SHOP NAME].

## C11. OBJECTION – Price

When: They said it's high, they're waiting on money, or 'let me think about the number.' Don't apologize for the price.

I hear you on price. I can trim [SERVICE] to a smaller version, or keep the full job and split the start date. Which is less painful?

## C12. OBJECTION – Spouse / 'I have to ask'

When: They need to run it by someone. Don't joke. Give a hold date.

Totally fine – run it by them. The quote stands till [HOURS]. If they have a question, have them text me from this thread.

## C13. OBJECTION – Other quotes

When: They're shopping. Don't trash the other shop. Invite the comparison.

Shop it. If you send the other number I can tell you what they left out. I won't trash them. I just want [SERVICE] done right.

**C14. OBJECTION — Not now**

When: Bad month, after the wedding, after it cools off, 'maybe spring.' Park it. Ask if you can check back. Put that date in [HOURS].

Got it. I'll park the [SERVICE] quote. When you're ready, reply this thread — I won't make you start over. Okay to check in [HOURS]?

**C15. OBJECTION — Silence (they went dark)**

When: They were talking, then nothing. One fork. Keep or close. Then honor it.

[FIRST NAME] I went quiet on my side too maybe. Still want [SERVICE], or should I close the file? One word is enough: keep / close.

## SECTION D — Weekend lead rescue + weekend-offer (16)

Friday 5pm to Monday 8am is a hole. The inquiry came in. Nobody texted. Monday you're chasing people who already moved on. First 8: auto-replies and Monday catch-up. Last 8: open-slot / same-day / this-weekend-only lines, labeled by shop. Weekend-offers go to people who already reached out, or people who asked to hear about openings. Don't blast your whole phone book on a Saturday morning and call it a weekend rescue.

### D1. FRIDAY 5PM — Weekend kickoff auto-reply

When: Set this as your Friday close text, or send it to anyone who calls/DMs after you leave. [HOURS] = Monday open. Fits: All shops.

[SHOP NAME] is done for the week. I saw this come in. I'll start with you Monday at [HOURS]. Emergency? Text EMERGENCY and the address.

### D2. SATURDAY — Daytime auto-reply

When: Saturday while you're on or off the floor. If you're open Saturday, put Saturday hours in [HOURS]. If you're closed, say closed.

Saturday. This is [SHOP NAME]. Phone's on for texts. Need [SERVICE] this weekend? Reply here. If we're on the floor I'll answer as I can.

### D3. SATURDAY — Evening / after hours

When: Saturday night. Don't leave them till Monday if you can send one line.

After hours Saturday. [SHOP NAME] got your message. I'll set [SERVICE] up when we open. Emergency: text the address.

### D4. SUNDAY — Auto-reply

When: Sunday closed, or Sunday short hours. Send or set as auto-reply.

Sunday — [SHOP NAME] is closed. I didn't ignore you. Text [SERVICE] and I'll book it when I open [HOURS].

### D5. SUNDAY EVENING — Weekend wind-down

When: Sunday night, last look at the inbox before you put the phone down. One blast per person, not a pile.

Last look at the weekend inbox. [SHOP NAME]. If you wrote in since Friday, you're on Monday's list at [HOURS]. Reply if it's urgent.

### D6. MONDAY 8AM — Missed calls since Friday 5pm

When: First thing Monday. Recents from Friday evening, Saturday, Sunday.

Saw you called Saturday. I'm back this morning. Can I get you in today or [HOURS]?

**D7. MONDAY 8AM — DMs since Friday 5pm**

When: Instagram, Facebook, Google, website. Everything unread since Friday close.

This DM sat all weekend. My fault. [SHOP NAME] here. Still interested in [SERVICE]? Next times: [HOURS].

**D8. MONDAY 8AM — Quote requests since Friday 5pm**

When: Anyone who asked for a number over the weekend. Confirm you're on it before you write the quote.

You asked for a [SERVICE] quote over the weekend. I'm on it this morning. You'll have numbers today. Anything to add before I send it?

**D9. WEEKEND OFFER — Salon • open slot**

When: A chair, suite, or time opened up this weekend. Send to people who already inquired, not a cold blast. Hold time is real — 20 minutes means 20. Fits: Salon, barber, nail, lash.

Chair just opened [HOURS] for [SERVICE]. Want it? Reply YES and I'll hold it 20 min. [SHOP NAME]

**D10. WEEKEND OFFER — Salon • this-weekend-only**

When: True weekend openings that die Sunday night. Don't use this on a Tuesday. Fits: Salon.

This weekend only: I have [SERVICE] openings Sat/Sun at [HOURS]. After Sunday it's gone. Book: [BOOKING LINK]

**D11. WEEKEND OFFER — Gym • same-day / open slot**

When: Same-day intro, tour, or class drop-in. Send to people who DMed or called, not your whole list unless they opted in. Fits: Gym, studio, PT.

Same-day intro is open [HOURS]. 30 min, no contract talk unless you ask. Reply YES. [SHOP NAME]

**D12. WEEKEND OFFER — Gym • this-weekend-only**

When: Saturday/Sunday offer that ends Sunday. Friend, intro, or class pack — put the real offer in [SERVICE].

Weekend-only: [SERVICE] this Sat/Sun. After that it goes back to regular. Text me a time. [SHOP NAME]

**D13. WEEKEND OFFER — Auto • same-day bay**

When: A bay opened. Same-day only if you can actually do the work today. Ask year/make/issue so you don't waste the slot. Fits: Auto shop, tire, detail.

Bay opened up today. If the [SERVICE] can be done same-day, I can take you at [HOURS]. Text YES or the year/make/issue.

**D14. WEEKEND OFFER — Home services • this-weekend window**

When: You have Saturday or Sunday time. Ask for address + photo so you don't drive for nothing. Fits: HVAC, plumbing, electrical, lawn, cleaning, handyman, roof, garage.

I have a weekend window for [SERVICE] on Sat or Sun [HOURS]. This weekend only at this slot. Address + a photo and I'll confirm.

**D15. WEEKEND OFFER — Med spa • open slot**

When: A consult or treatment time opened. Keep it a consult. Don't diagnose in a text. Fits: Med spa, esthetics, injectables consult (no medical claims).

Consult slot opened [HOURS] for [SERVICE]. 15 min. Reply YES and I'll hold it. Bring your questions. [SHOP NAME]

**D16. WEEKEND OFFER — Med spa • this-weekend-only**

When: Weekend consult or facial/laser opening that is gone after Sunday. Same rule: no outcome promises.

This weekend only: [SERVICE] openings Sat/Sun at [HOURS]. After Sunday the book is normal. Reply YES or book: [BOOKING LINK]

## THEY REPLIED (4)

The leak can happen twice: you finally text, they answer, then you go silent because you're back with a client. Send one of these in the same thread. Then do the thing you said. If R2 says you'll call in 5, call in 5.

### R1. THEY REPLIED YES — Book it

When: They said yes, okay, I'll take it, or sent a time. Lock it in the same thread. Don't switch apps and go quiet.

Perfect. I have you at [HOURS] for [SERVICE]. If that doesn't work, say so now. See you then. [SHOP NAME]

### R2. THEY ASKED YOU TO CALL

When: They don't want to text the details. Tell them you're calling, then call. Don't say 'I'll call' and wait an hour.

Calling you in 5 from [SHOP NAME]. If you'd rather keep it on text, reply here.

### R3. THEY SENT DETAILS / PHOTOS

When: They texted the address, the car, the photo, the tooth, the hair goal. Acknowledge, then the next step.

Got it. This looks like [SERVICE]. Next step is [HOURS] or book here: [BOOKING LINK]. Want me to hold it?

### R4. THEY SAID LATER / NO

When: Not now, already booked elsewhere, or 'I'll get back to you.' Close clean. Honor STOP.

All good. I'll leave you alone. When you want [SERVICE], this number is the same. Reply STOP if you want this thread closed.

## SECTION E — Industry fill-in cards

One card per shop type. Swap three things on every text you send: service name, urgency line, booking link. Each card ends with a ready first-send for that trade (E1–E7). Those seven count in the 72. If your shop isn't listed, steal the closest card. A detail shop is auto. A lash suite is salon. A chiropractic desk is closer to dentist/med spa than to HVAC.

### Card 1 — Salon

[SERVICE]: cut, color, balayage, blowout, extensions, keratin, bridal trial, nails, lashes. Use the word they used.

Urgency: Chair is open [HOURS] · Prom / wedding / holiday book fills up · That color correction needs a consult before I can quote.

Booking: your live book. If you book by text only, delete the link and say “text me two days that work.”

Don't: send emergency/address copy. Don't write “limited time” if the chair is empty every Tuesday.

Use first: E1, then B1, B6, B8, D9, D10.

### Card 2 — HVAC

[SERVICE]: no-cool, no-heat, weird noise, freeze-up, tune-up, new system quote, thermostat, filter, duct.

Urgency: If the system is down, text the address · Heat / cool going out — don't wait on a 95-degree day (or a 20-degree night) · Tune-up slots before the season starts: [HOURS].

Booking: your book page, or skip it and take address + phone.

Don't: diagnose the board in a text. Don't promise “we'll be there in 20” unless you will.

Use first: E2, then A3, A9, C5, D6, D14.

### Card 3 — Dentist

[SERVICE]: cleaning, new patient exam, tooth pain, broken tooth, crown, whitening, Invisalign consult, kid's checkup.

Urgency: Pain: text PAIN — we'll call you back · We hold same-day for emergencies · New-patient openings: [HOURS].

Booking: your actual scheduling page.

Don't: diagnose in a text. Don't say “that doesn't sound like it needs to come in.” Pain = call them.

Use first: E3, then A9 (pain) or A1 (everything else), B3, C7, D6.

### Card 4 — Gym

[SERVICE]: tour, intro session, day pass, PT consult, class pack, membership question, bring-a-friend.

Urgency: Intro slot open [HOURS] · New session starts [HOURS] — we cap those · Weekend-only intro, gone after Sunday.

Booking: your schedule / intro page. If tours are walk-up, say “text me when you're heading over.”

Don't: dump a 12-paragraph membership pitch in the first DM. Don't hide the price if they asked.

Use first: E4, then B6, B8, D11, D12.

### Card 5 — Auto shop

[SERVICE]: brakes, check engine, oil, inspection, AC, battery, tires, collision estimate, “it just died.”

Urgency: Don't drive it if it's shaking / overheating / no brakes — text me · Bay open [HOURS] · Same-day if you can drop it by [HOURS].

Booking: drop-off window page, or skip and take year / make / issue by text.

Don't: quote a transmission in one SMS. Ask for year/make/issue (and a photo of the dash if it's a light).

Use first: E5, then A3, A12, C5, D13.

## Card 6 — Med spa

[SERVICE]: consult, facial, HydraFacial, laser consult, peel, injectables consult, body treatment. Use “consult” for anything clinical.

Urgency: Consult calendar fills [HOURS] out · Slot opened [HOURS] — 15 min · This-weekend consults only, then we're back to waitlist.

Booking: your consult book. Not a Groupon dump.

Don't: promise a result. Don't quote a syringe in a public comment. Don't diagnose. A face photo is a consult ask (B11), not a treatment plan.

Use first: E6, then B1, B8, B11, D15, D16.

## Card 7 — Home services

[SERVICE]: leak, clog, outlet, breaker, mow, clean, paint estimate, fence, gutter, “water on the floor.”

Urgency: Water / power: text the address, I'll tell you if I can come today · Quote this week: [HOURS] · Weekend window [HOURS] — this slot only.

Booking: if you have one. Most of you want address + photo. Put that in the text and skip the link.

Don't: give a hard number off one blurry photo unless you mean it. “Looks like [SERVICE]. I can confirm on site at [HOURS]” is enough.

Use first: E7, then A3, A9, C5, D14.

## Industry first-sends (E1–E7)

### E1. SALON — Send this first today

When: Highest-leverage first send for a salon: a sitting Instagram DM about a service. Fits: Salon, barber, nail, lash, suite renter.

Hey — just saw your message. [SHOP NAME] here. You looking to book [SERVICE] this week, or want times first? I can check [HOURS].

### E2. HVAC — Send this first today

When: Highest-leverage first send for HVAC: missed call, possible no-cool / no-heat. Fits: HVAC.

[SHOP NAME] — just missed you. If the system is down, text the address and what's going on. If it's a tune-up/quote, I'll call at [HOURS].

### E3. DENTIST — Send this first today

When: Highest-leverage first send for a dental office: missed call, pain vs. cleaning. Fits: Dentist, hygiene, specialty dental.

This is [SHOP NAME]. Sorry we missed you. If you're in pain, text PAIN and we'll call you back. If it's [SERVICE], grab a time: [BOOKING LINK]

### E4. GYM — Send this first today

When: Highest-leverage first send for a gym: weekend or sitting DM about joining / a tour. Fits: Gym, studio, PT.

Hey, saw your message. [SHOP NAME]. Want a tour / intro for [SERVICE], or just times? I can do [HOURS] if you want it.

### E5. AUTO SHOP — Send this first today

When: Highest-leverage first send for auto: missed call or sitting quote on a repair. Fits: Auto shop, tire, fleet, detail.

[SHOP NAME] — missed your call. Text year/make and what's going on ([SERVICE]). I'll tell you if I can take it [HOURS] or next open bay.

### E6. MED SPA — Send this first today

When: Highest-leverage first send for a med spa: sitting DM asking about a treatment or consult. Consult language only. No outcome promises.

Hey — your message sat. [SHOP NAME]. Want a consult for [SERVICE], or a time this week? Next opening: [HOURS]. No pressure either way.

### E7. HOME SERVICES — Send this first today

When: Highest-leverage first send for home services: weekend or after-hours call/text about a job. Fits: Plumbing, electrical, lawn, cleaning, handyman, roof, garage, painting.

[SHOP NAME] here — saw you called. Text the address + [SERVICE] (and a photo if you have one). I'll tell you if I can come [HOURS].

## SECTION F – Who to text in the next 10 minutes

One page. Do it in order. Don't skip to the easy DMs if you have missed calls sitting. Print this. Or screenshot it. Then close the rest of the pack.

### 1. Missed calls (2 minutes)

Open Recents. Scroll to yesterday (or Friday 5pm if it's Monday). For each number you didn't answer:

- Still during open hours, you were with someone → A1
- You were on a job → A3 or A4
- After close, not an emergency → A5
- Sunday / holiday → A7
- Could be an emergency (HVAC, auto, home, dental pain) → A9
- You already left a voicemail → A11
- They left no voicemail → A12
- They keep calling → A13
- You called back, they never pick up → A15, then A16, then A18

*Write the name on the tracker. Next send = tomorrow if no reply.*

### 2. Sitting DMs (2 minutes)

Open Instagram. Facebook. Google Business. Website chat. Oldest unread first.

- Just came in → B1 / B2 / B3 / B4 (match the app)
- Sat about an hour → B5
- Came in overnight → B6 (or B12 if it was Google/chat)
- Sat all weekend → B7
- They asked price → B8
- They asked availability → B9
- “Just looking” → B10
- Photo / “can you do this” → B11

*Tracker. Next send = later today if no reply on a hot one, else tomorrow.*

### 3. Open quotes (3 minutes)

Folder, email sent, text sent, paper on the dash. Anything with a number and no yes/no.

- Sent today → C1
- They asked, you haven't sent it → C2
- About 2 days → C3
- About 5 days → C5 (or C6 if the book is filling)
- About 7 days → C7 or C8
- About 10 days → C9, then stop
- They said it's expensive → C11
- They have to ask someone → C12
- They're getting other numbers → C13
- “Not now” → C14
- They vanished mid-thread → C15

*Tracker. Next send = the next day on that list. After C9/C10, Result = closed unless they reply.*

#### 4. Weekend leftovers (3 minutes)

- Friday at close: set or send D1. If you work Saturday, also have D2 ready.
- Saturday / Sunday as they come in: D2 / D3 / D4. Emergency shops keep A9 in Notes.
- Monday 8am — missed calls since Friday 5pm → D6
- Monday 8am — DMs since Friday 5pm → D7
- Monday 8am — quote requests since Friday 5pm → D8
- Actual open slot this weekend (send Thu–Sun, not a random Tuesday) → D9–D16 for your shop
- If they reply to any of the above → R1–R4. Then do the thing you promised.

#### Done for today

Close the phone. You don't need a new system. You need to run this again tomorrow. If you recovered one job this week, the pack paid for itself. That's math on a napkin, not a promise.

## BONUS — 6 “rewrite this in my voice” prompts

This is a bonus. It is not the product. You do not need ChatGPT to use this pack. The 72 texts work as-is. If a line sounds like someone else, paste one prompt below into ChatGPT (or Grok, or whatever you use), then paste the text. Keep it short. If the rewrite grows a paragraph, throw it out and use the original. Don't feed it customer names, phone numbers, or medical details.

### Prompt 1 — Make it sound like me

Rewrite this customer text so it sounds like a real shop owner, not a marketer. Short sentences. No emojis. No “reach out,” “touch base,” or “just circling back.” Keep every [BRACKET] exactly as written. Keep it under 160 characters if you can. Here's how I actually talk: [paste 2–3 texts you've really sent]. Here is the text to rewrite: [paste script]

### Prompt 2 — Shorter, one SMS

Cut this to one SMS. Target 160 characters or less after the brackets are filled with short names. Do not add new offers. Do not add a question if there is already one. Keep all [BRACKETS]. Text: [paste script]

### Prompt 3 — Blunt

Make this blunter. I run a shop. I don't do soft openers. No apology unless I actually messed up. Keep it polite enough to send. Keep [BRACKETS]. Under 160 characters if it's an SMS. Text: [paste script]

### Prompt 4 — Warmer (salon / med spa / gym desk)

Make this warmer without getting cute. First name if present. Still a shop text, not a brand campaign. No emojis unless I paste one. Keep [BRACKETS]. Text: [paste script]

### Prompt 5 — Swap the trade

Rewrite this for a [salon / HVAC / dentist / gym / auto shop / med spa / home services] shop named [SHOP NAME]. Swap the service words and urgency so it fits that trade. Do not add medical or legal claims. Keep it copy-paste with [BRACKETS]. Text: [paste script]

### Prompt 6 — 15-second voicemail

Turn this text into a voicemail I can read in 15 seconds. One breath. My name, shop name, why I'm calling, what to do next (call back or text this number). No “please listen to the following options.” Script: [paste script]

*If the machine writes something you would never say out loud, don't send it. Change two words yourself. That's faster.*

## Tracker

Use lead-leak-tracker.xlsx (or the .csv in Numbers, Excel, or Google Sheets).

Columns: Date · Channel (missed call / DM / quote / weekend) · Name · Phone or handle · Script used · Next send · Result (waiting / replied / booked / no / closed) · Notes.

One row per person per leak. If you send A1 Monday and C5 Thursday, that's two rows or one row you update. Don't overthink it. The point is you don't send D9 to someone who already said no.

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## That's the pack

72 texts. Cards. Checklist. Tracker.

You already paid to make the phone ring. Send the text when you can't pick it up.

— James Martin

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