

SCALE FUNNELS PH

The Lead-to-Sale Starter Kit

A practical toolkit to help small businesses turn social media inquiries into organized follow-up, booked conversations, and sales.

ATTRACT Get attention	CAPTURE Record the lead	FOLLOW UP Build trust	CONVERT Agree on next steps
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Includes: lead tracker • message scripts • qualification questions • follow-up plan • simple funnel map

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Version 1.0 | English with practical examples for Filipino small businesses

Start Here

This kit is designed for service providers, consultants, agencies, coaches, and small businesses that receive inquiries through Facebook, Instagram, Messenger, or referrals. It is a simple operating system—not a promise of guaranteed sales.

Your 30-minute setup

Time	Action
10 minutes	Write down your offer, ideal customer, and the problem you solve.
10 minutes	Set up the included lead tracker and add every active inquiry.
10 minutes	Choose the first-response and follow-up scripts you will use this week.

The rule: every lead needs a clear next step and a date to take it.

1. Define your offer

Fill in these statements before you create content or run ads:

- I help [specific type of customer] who want [desired result].
- The main problem I help solve is [specific problem].
- My offer includes [deliverables or service].
- The next step I want prospects to take is [message me / complete a form / book a call].

Example: “I help local service businesses organize incoming inquiries and follow-up so fewer prospects get forgotten.” Adapt this to what you genuinely deliver.

2. The simple lead-to-sale funnel

Stage	What happens	What to track
Attract	Publish helpful content that speaks to one buyer problem.	Content topic, reach, inquiries
Capture	Ask for the minimum details needed to respond usefully.	Name, contact, need, source
Qualify	Understand fit, urgency, budget range, and decision process where relevant.	Need, timing, fit
Follow up	Send a useful next message and schedule the next contact.	Last contact, next action, due date
Convert	Recommend a clear next step: quote, consultation, proposal, or checkout.	Offer, outcome, reason lost/won

3. Copy-and-paste message scripts

Personalize every message. Be honest, respectful, and relevant. Stop follow-ups when someone asks you to stop.

A. First response to a new inquiry

Hi [Name], thanks for reaching out! So I can point you in the right direction, may I ask what you're hoping to achieve with [product/service]?

B. Ask a few qualification questions

Thanks, that helps. A few quick questions so I can recommend the best next step:

1. What are you trying to solve right now?
2. When would you ideally like to get started?
3. Have you set a budget range for this?
4. Are you the person making the decision, or will anyone else be involved?

C. After sending information or a quotation

Hi [Name], just checking that the details I sent came through. Which part would be most useful to clarify—what's included, timing, or investment?

D. Helpful follow-up after no reply

Hi [Name], I know things get busy. Is [goal/problem] still something you're looking to address, or would it be better for me to check back another time?

E. Invite to a consultation

Based on what you shared, a short conversation could help us see whether [offer] is a fit. Would [day/time option 1] or [day/time option 2] work better for you?

F. Close the loop respectfully

Hi [Name], I don't want to keep filling your inbox, so I'll close the loop for now. If [goal] becomes a priority again, feel free to message me and we can pick it up from there.

G. After a consultation

Thanks for your time today, [Name]. Based on our conversation, the priority is [priority]. The next step we agreed on is [action] by [date]. I'll send [item] next. Let me know if I missed anything.

H. Ask for a decision without pressure

Hi [Name], would you like to move forward with [option], adjust the plan, or pause for now? Any of those is okay—I just want to make sure I support you appropriately.

4. A simple 7-day follow-up rhythm

Use judgment. A high-intent inquiry may need a faster response; a longer sales cycle may need more space. Never treat this schedule as permission to spam.

When	Purpose	Example action
Day 0	Respond promptly	Acknowledge inquiry; ask one useful question.
Day 1	Add value	Share the relevant answer, example, or resource.
Day 3	Clarify fit	Ask what is still unclear or what is holding up a decision.
Day 5	Offer a next step	Invite them to a short call, quote review, or product page.
Day 7	Close the loop	Ask whether to continue, check back later, or close the inquiry.

Weekly 15-minute pipeline review

- Which leads need a reply today?
- Which prospects have a clear next action and date?
- Which questions or objections came up repeatedly?
- Which content generated relevant inquiries?
- What can be improved next week?

5. Lead qualification checklist

Use only the questions that make sense for your offer. Do not ask for sensitive or unnecessary personal information.

Check	Prompt
Need	What outcome or problem matters most to the prospect?
Fit	Can your product or service reasonably help with that need?
Timing	When do they want to act? Is that realistic for your delivery?
Investment	Is there a suitable package or budget range?
Decision	Who needs to be involved in the decision?
Next step	What did both sides agree will happen next, and when?

6. Turn content into inquiries

Use a simple content structure: problem → useful insight → practical next step. Avoid exaggerated promises and make the call to action clear.

Post idea 1 — The forgotten lead

Hook: “How many people asked about your service last week—and never heard from you again?”

Body: Explain how a simple lead tracker and next-action date can prevent inquiries from being forgotten.

CTA: “Comment TRACKER and I’ll share how I organize follow-ups.”

Post idea 2 — More traffic isn't always the answer

Hook: “More inquiries won’t fix a follow-up process that loses good prospects.”

Body: Show the path from inquiry to qualification to follow-up to next step.

CTA: “Message us with the word PIPELINE if you want to review your process.”

Post idea 3 — A better first reply

Hook: “Stop replying to every inquiry with only ‘How can I help you?’”

Body: Give one specific question that helps understand what the prospect actually needs.

CTA: “Save this script for your next inquiry.”

7. Your weekly scorecard

Track trends, not vanity metrics alone. These numbers help you find where prospects are dropping off.

Metric	This week	What it helps you see
New inquiries	_____	How many people showed interest
Qualified leads	_____	How many appear to fit your offer
Appointments booked	_____	How many took the next step
Proposals / quotes sent	_____	How many received an offer
Sales won	_____	How many became customers
Follow-ups overdue	_____	Where your process needs attention

8. Your next 7 days

- Day 1: Define one offer and one target customer.
- Day 2: Add current prospects to the lead tracker.
- Day 3: Customize three message scripts.
- Day 4: Publish one problem-focused educational post.
- Day 5: Follow up with active prospects who are due.

- Day 6: Review questions and objections you heard.
- Day 7: Check your scorecard and improve one step.

A note on results

This toolkit provides practical organization and communication templates. It does not guarantee leads, revenue, or sales. Results depend on the offer, market, execution, timing, and customer fit. Adapt all scripts to your business and comply with applicable privacy, marketing, and consumer-protection rules.

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More traffic isn't always the answer. A better sales system is.