GUIDE

APRIL 4, 2026

INSTALL THE 15MINUTE, 3TOUCH SPEED - TOLEAD SYSTEM (SMALL SHOP FIELD GUIDE)

A field-ready guide for owner-operators to install a 15-minute, 3-touch speed-to-lead system with scripts, tool switches (HCP/ServiceTitan/LSA), and targets. Built so one person can run it between jobs without a call center.

FROM EPISODE

THE 15-MINUTE SPEED-TO-LEAD SYSTEM THAT ACTUALLY WORKS FOR SMALL SHOPS

CONTENTS

- What You’re Installing
- The 15-Minute, 3-Touch Sequence (with scripts)
- After-Hours Handoff That Keeps Leads Warm
- Switches to Flip in Your Software (HCP, ServiceTitan, LSA)
- Solo-Operator Batch Rhythm (How to Run This Between Jobs)
- Capacity-Safe Promises (Offer A + Backup, Not Wishes)
- Compliance, Without the Jargon
- Track and Improve (Benchmarks, Logger, Weekly Review)

A practical, small-team play you can run between jobs. You'll set up an instant text-back, a five-minute call/voicemail, and a 12–15 minute follow-up — plus an after-hours handoff that keeps leads warm. Scripts included. Targets included. No call center required.

WHAT YOU'RE INSTALLING

Speed-to-lead is about fast acknowledgement and clear next steps — not long sales pitches. This system gives every inbound lead three clean shots at booking within 15 minutes, run by one person while the day keeps moving. It works because it meets homeowners where they are (text first, short voicemail, simple reply options) and it rewards you in Local Services Ads (LSA) ranking by improving responsiveness.

THE 15MINUTE, 3TOUCH SEQUENCE (WITH SCRIPTS)

Run these three touches for any new inbound lead you miss during business hours.

1. Touch 1 — instant missed-call text (automatic)
   Use your software's missed-call text-back so the message fires as soon as the call ends.

Script:
"Hi, this is [NAME] from [BUSINESS]. Just saw your call. I can help — what's a good time to connect in the next hour? Reply STOP to opt out."

2. Touch 2 — live call attempt within 5 minutes (leave a 15-second voicemail if no answer)
   Call back as soon as you hit a natural break.

Voicemail script (≤15s):
"Hey, this is [NAME] with [BUSINESS]. I just texted about your [SERVICE] call. I can do [WINDOW A] or [WINDOW B]. Text me what works, or call me at [CALLBACK NUMBER]."

3. Touch 3 — 12–15 minute follow-up text (A/B choice)
   Make it effortless to reply.

Script:
"Quick follow-up — I can get someone out [WINDOW A] or [WINDOW B]. Reply A or B. — [NAME], [BUSINESS]"

Notes that keep this tight:

- Keep all scripts short. No paragraphs. No selling. Just the next step.
- Always include two concrete time windows and a reply-by-letter option (A/B) to reduce friction.
- If they answer the call at Touch 2, you're done — book it and log the outcome.
- If they reply by text at any point, move to booking and stop the sequence.

AFTERHOURS HANDOFF THAT KEEPS LEADS WARM

You shouldn't pick up the phone at 9:30 PM — but you also can't let fresh leads cool overnight. Use an automated acknowledgement and a clear morning promise.

Auto-reply (fires within 2 minutes after a missed call or message):
"Hi, this is [BUSINESS]. We saw your message/call. We'll reach out at [SPECIFIC TIME] tomorrow. If this is an emergency, reply URGENT and we'll help tonight. Reply STOP to opt out."

How to run it:

- If they reply URGENT: call immediately and offer your emergency procedure and rate.
- If they confirm "tomorrow is fine": you've secured engagement; call at the promised time.
- Set the morning follow-up time in your message so you keep the promise (e.g., "7:30 AM").
- Enable LSA "Messages" so after-hours prospects can message instead of bouncing to another shop.

SWITCHES TO FLIP IN YOUR SOFTWARE (HCP, SERVICETITAN, LSA)

Flip the switches once so Touch 1 and after-hours work without you.

Housecall Pro (HCP):

- Voice settings → Missed Call Automation: ON.
- Edit the auto-text to include your name, two-way reply, and "Reply STOP to opt out." Optionally add a booking link.
- Set notification routing so you (or whoever's on intake) sees missed calls and replies fast.

ServiceTitan (ST):

- If using Phones Pro/Contact Center Pro: enable missed-call notifications and confirm "Second Chance Leads" (unbooked calls) are surfaced for quick follow-up.
- Create saved SMS templates for Touch 1 and Touch 3 in your messaging/Communications tool.
- Set a simple dashboard/list for unbooked inbound leads so none age past 15 minutes unseen.

Google Local Services Ads (LSA):

- In your LSA profile, turn on "Messages." Add push/email notifications so after-hours pings are seen. Faster responses improve responsiveness metrics, which influence ranking.

No software? No problem:

- Use your carrier or VOIP system's missed-call text-back feature if available, or route missed calls to a Google Voice number with SMS enabled and send Touch-1 manually until you install automation.

SOLOOPERATOR BATCH RHYTHM (HOW TO RUN THIS BETWEEN JOBS)

You can’t stop every five minutes. Batch the work without blowing the clock.

- Set a repeating 30-minute timer during business hours.
- When it buzzes, clear the queue:
    1. Check missed calls and new messages in the last 30 minutes.
    2. For each lead not yet booked, confirm Touch 1 fired, place the Touch-2 call/voicemail, and schedule the Touch-3 text to go at minute 12–15.
    3. Log the outcome (Booked / Call-Back Requested / No Response) and the time of first touch.
- Goal: under 1 minute of hands-on work per lead on average (Touch 1 is automated; Touch 2 is a 15-second voicemail if no connect; Touch 3 is a saved template).

CAPACITYSAFE PROMISES (OFFER A + BACKUP, NOT WISHES)

Never promise a window you can’t keep. Offer one likely window and one safe backup.

Use this phrasing:

- "I can likely get there today after [TIME], and I'm holding [BACKUP TIME] tomorrow just in case."
- "Today if schedule allows; definitely tomorrow morning. Which works?"

Why it matters:

- You protect trust (show early vs. show late).
- You reduce next-day pileups of "first thing" promises.
- You still create urgency by offering a near-term slot and a fallback.

Add a rule:

- If you're inside two hours of any promised window, send a quick text update ("running 30 minutes behind — want to keep today or take the [BACKUP TIME] tomorrow?").

COMPLIANCE, WITHOUT THE JARGON

Keep it simple and you'll stay out of trouble:

- Identify yourself in the first message: "This is [NAME] from [BUSINESS]."
- If you'll send more than one follow-up, include opt-out language: "Reply STOP to opt out."
- Respect quiet hours for marketing sequences (commonly 9 PM–8 AM). Responding to someone who contacted you first is service, not marketing — still keep messages short and necessary.
- Keep records: your software should log timestamps and message copies by lead. Don't move conversations to personal phones where they won't be captured.

This isn't legal advice; it's the practical floor most shops use. When in doubt, keep messages brief, helpful, and only about the customer's inquiry.

TRACK AND IMPROVE (BENCHMARKS, LOGGER, WEEKLY REVIEW)

Decide the targets, log the reality, then tune.

Targets to start with:

- First-touch under 5 minutes during business hours (aim for ≥85% of in-hours leads).
- All three touches within 15 minutes if not yet connected.
- After-hours acknowledgement within 15 minutes (auto-reply).
- Booking rate from inbound calls/messages: baseline it now; expect lift once the system runs consistently.

One-sheet logger (columns):

- Date / Time
- Lead Source (Phone, LSA Message, Web Form, Angi, Thumbtack, etc.)
- Service Requested
- First-Touch Timestamp (min:sec from initial ping)
- Touch 2 Done? (Y/N)
- Touch 3 Done? (Y/N)
- Outcome (Booked / Call-Back Requested / No Response)
- Booked Window Chosen (A/B)

Weekly review (15 minutes):

- Circle any first-touches >5 minutes. Why? (No signal? No automation? Timer missed?) Fix the cause.
- Compare booking by source. If Angi responds best to text, lead with text. If Google Ads prefers calls, bias earlier to the dial.
- If no response after Touch 3: move the lead to your standard 2-day, multi-touch nurture (separate from this rapid-response play).