Follow-up Scripts (Email + SMS)

Use case: new lead, quote sent, no reply. Keep it short and helpful.

SMS #1 (new lead - instant)

```
Hey {firstName}, it's {yourName} from {business}. Got your message about
{jobType}.
Want a quick estimate range, or book a time to quote properly?
```

Email #1 (quote sent - same day)

```
Subject: Quick question about your {jobType}

Hi {firstName},

I sent through the quote for {jobType}. Do you want to go ahead, or should we
tweak anything?

Reply with 1/2/3:
1) Yes — book it
2) Not yet — ask me a question
3) No — not the right fit

Cheers,
{yourName}
```

SMS #2 (48h later)

```
Hey {firstName} — checking in. Want me to lock in a time for {jobType}, or
should I close this out?
```

Review ask (post-job)

```
Hey {firstName} — thanks again. If you’re happy with the job, would you mind
leaving a quick review?
{reviewLink}
```