

The 5-Minute Lead Follow-Up Script

What to say to a new online lead so they actually call you back

Online leads aren't cold leads. They saw your ad, filled out a form, and asked you for something. Your first job isn't to sell them. It's to make contact and get them what they asked for. A missed first call doesn't mean they're not interested. People are working, driving, taking care of their kids, or don't recognize your number. Most of the opportunity is created in the follow-up.

Step 1: First Contact (The Moment The Lead Comes In)

1. **Call once.**
2. **No answer? Call a second time immediately.**
3. **Still nothing? Send a text and leave a short voicemail.**

The rule: your text should say who you are, why you're reaching out, and **exactly what they requested.**

DON'T SEND THIS

"Hey [First Name], this is [Your Name]. Just tried calling you. Give me a call when you get a chance."

SEND THIS: SELLER LEAD

"Hey [First Name], this is [Your Name]. I just tried giving you a call. You had requested a free home valuation for your property, and I wanted to reach out so I can get that information over to you. Give me a call when you have a chance!"

SEND THIS: BUYER LEAD

"Hey [First Name], this is [Your Name]. I just tried giving you a call. You had filled out our form asking for some help with buying a home in [Area], and I wanted to reach out so I can get you the information you requested. Give me a call when you have a chance!"

VOICEMAIL (KEEP IT SHORT)

"Hey [First Name], this is [Your Name]. I'm reaching out because you had requested [what they asked for]. I just wanted to connect with you and get that information over to you. I'll send you a text as well. Talk soon."

Step 2: Give Every Message A Reason

Persistence doesn't mean sending "just following up" over and over. Keep bringing the conversation back to the thing they raised their hand for:

- **Home valuation?** Mention the valuation.
- **List of homes?** Mention the list.
- **Down-payment assistance?** Mention the program.
- **Info about selling?** Mention the seller info.

Step 3: The Follow-Up Timeline

They requested something from you. Make every reasonable effort to actually get it to them.

When	What To Do
Immediately	Call twice, then text + voicemail
Same day	Call again a few hours later. Don't wait until tomorrow.
Days 2–3	Make another 2–3 call attempts. Missed calls don't mean it's a bad lead.
Next 2–3 weeks	Call about 1–2 times per week
Weeks 4–6	Send one final personal text, then move them to long-term follow-up

Step 4: The Final Text (Weeks 4–6, No Contact Yet)

BUYER

"Hey [First Name], this is [Your Name]. You had filled out one of our forms a while back asking for some help with buying a home. I wanted to check in one more time and see if you're still looking or if there's anything I can help you with."

SELLER

"Hey [First Name], this is [Your Name]. You had filled out one of our forms a while back asking about your home's value and potentially selling. I wanted to check in one more time and see if that's still something you're considering or if there's anything I can help you with."

Bonus: When They Answer, Don't Read The Form Back

The form gives you **context**, not a **questionnaire**. They already told you their timeline, whether they've talked to a lender, and what payment they want. Don't make them repeat it.

DON'T ASK THIS

*"Are you a first-time buyer? What's your timeframe?
Have you spoken with a lender? What's your
desired payment?"*

SAY THIS

*"I saw you're looking somewhere around 7-12
months out and you've already spoken with a lender
but are working on a few things before you're
qualified. Tell me a little bit about where things stand
right now."*

Want the full playbook?

This is a preview of the follow-up system BeLight clients get, including full answered-call scripts for buyers and sellers, how to prioritize hot vs. warm leads, and automations that handle long-term follow-up for you.

See if your market's a fit. It takes 10 minutes.

Book Your Call: calendly.com/belightmarketing/phone-call-with-chris