TwoIT Solutions

Quick lead-reply scripts

Swap what's in [brackets] and you're done. They work for WhatsApp, SMS or email, and they're the base for automating them.

First contact

Any business

Hi [Name], thanks for reaching out to [Business]. I'm [Your name]. To help you better, can you tell me what you're looking for? If you prefer to talk, book here: [link].

Mortgage

Hi [Name], thanks for your interest in buying a home. I'm [Your name], with [Company]. To guide you, what price range are you thinking about, and by when? You can book a call here: [link].

Real estate

Hi [Name]! I'm [Your name], a realtor in [Area]. I saw you're interested in [property or area]. Want me to send similar options, or would you rather schedule a showing? Book here: [link].

Follow-up when they don't reply

Day 1

Hi [Name], just checking you got my message from yesterday. Are you still looking for [what they asked]? Happy to help.

Day 3

Hi [Name], in case it slipped by: here's my booking link: [link]. If you no longer need it, just tell me and I won't message again.

Day 7 · last message

Hi [Name], this is my last message so I don't bother you. If you want to pick up [topic] later, write me here. Best of luck!

Documents and appointments

Pending documents

Hi [Name], to move forward with [process] I'm still missing: [list]. You can send it by [channel]. If you need help, let me know.

Appointment reminder · 24 h before

Hi [Name], a reminder of your appointment tomorrow [date] at [time]. Can you confirm? If you need to change it: [link].

Appointment reminder · 1 h before

Hi [Name], see you in 1 hour ([time]). Here's [link or address]. See you soon!

Only message people who gave you permission. For commercial SMS, include how to opt out (for example, "Reply STOP to cancel").
