

The Estimate Follow-Up Kit.

5 texts to send after every estimate, the 3 rules that make them work, and a 10-minute daily routine. Email versions included.

THE 5 TEXTS

Copy them into your phone and change the parts in brackets. Days count from the day you send the estimate.

DAY 2

Text 1

Hi **[Name]**, it's **[your name]** with **[company]**. Just making sure you got the estimate for the **[job]**. Any questions I can answer?

DAY 5

Text 2

Hi **[Name]**, **[your name]** here. If anything in the estimate doesn't fit (scope, timing, or budget), tell me and I'll see what I can adjust.

DAY 10

Text 3

Hi **[Name]**, quick one: are you still planning the **[job]**, or should I check back in a few weeks? Either answer is fine.

DAY 20

Text 4 · close it out

Hi **[Name]**, I don't want to keep bugging you, so I'll close out your estimate for now. If the **[job]** comes back up, just text me.

DAY 60

Then every 60 days,
until they book or say
no

Hi **[Name]**, **[your name]** with **[company]**. Checking in on the **[job]** we quoted back in **[month]**. Still on your list? Happy to update the numbers.

3 RULES

1

Send them from your own phone, under your name. People answer a person, not a no-reply number.

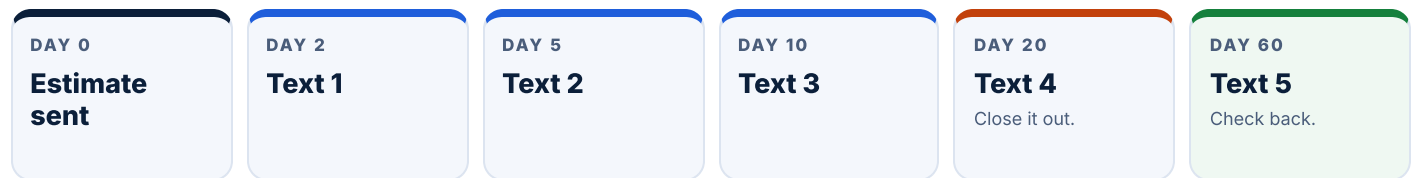
2

One question per text, easy to answer in a few seconds.

3

Every open estimate gets a next date. An estimate with no next date isn't being followed up. It's just being remembered.

THE RHYTHM



Day 60, then every 60 days, **until they book or say no.**

TRACK IT IN ANY SPREADSHEET

SAMPLE DATA

Lead	Last contact	Next action	Next action date
Dana R. · Roof replacement	Oct 1	Day 2 text	Oct 3
Luis O. · Kitchen remodel	Sep 29	Day 10 text	Oct 4
Karen H. · AC install	Sep 25	Day 20 text	Oct 5

Every morning (10 minutes)

1. Sort by **Next action date**.
2. Send every text dated today or earlier.
3. Stop when the list is clear.

After every text

1. Update **Last contact**.
2. Move **Next action** to the next text.
3. Set the new date from the rhythm above.

Example rows are sample data.

Want this done for you, every morning?

Lead Recovery System runs this rhythm inside your own Google Sheet: a TODAY list of who to follow up with, a short email at 7:00 AM when someone needs you, and the next date set for you after every touch. You still send the texts yourself. See it at pvolabs.com.

Prefer *email*?

SAME RHYTHM, BY EMAIL. COPY, THEN MAKE THEM SOUND LIKE YOU.

DAY 2 Follow-up 1

Subject: Quick follow-up, [Name]

Hi [Name],
Just following up on my note about [their company]. Did you get a chance to look at it?
Happy to answer anything in one line if that is easier.
[Your business]

DAY 5 Follow-up 2

Subject: Still worth a conversation?

Hi [Name],
I know things move fast at [their company]. Is this still something you want to look at this month, or should I check back later?
[Your business]

DAY 10 Follow-up 3

Subject: One useful thing before I stop

Hi [Name],
Rather than chase you, here is the short version: [one line on the result you deliver for teams like theirs].
If that is not a priority right now, just say so and I will close the loop.
[Your business]

DAY 20 Final follow-up

Subject: Closing the loop

Hi [Name],
I have not heard back so I will assume the timing is wrong. I will stop following up.
If things change at [their company], my door is open.
[Your business]