



PHONE SCRIPT



Answer the following questions
during your call/voicemail:

- What service am I offering?
- What do I want this person to know?
- What action do I want them to take?

“

Hi *[Your Potential Customer's First Name]*!

It looks like you were wanting some information a while ago, and I wanted to circle back! Were you able to find the solution you were looking for?

”

If the customer is on the phone, the conversation usually flows from there. Just make sure to provide a solid action item by the end of the conversation, such as scheduling an inspection.

For voicemail:

Be sure to mention:

1. What service you provide
2. What action you want them to take

If you want them to visit your website, say it!

If you want them to call you back, tell them what number to reach you at and who to ask for.

TIP!

End with a “Can’t wait to chat with you!” so they feel like they should call you back.



TEXT TEMPLATE

Hello (Customer Name) 🙌
Thanks for your business. It was our pleasure serving you!
You will receive an email asking for an honest review in a few days. We would love to get a 5-star review from you, but if for some reason you feel you can't give us 5 stars, then please get in touch with us to make it right.
We would love to serve you on any future projects!



EMAIL TEMPLATE

SUBJECT LINE:

Subject Line: It makes us happy that you chose us 😊

EMAIL BODY:



Your Logo

Hi,
[Your Potential Customer's First Name]!

We just want to take this opportunity to thank you for choosing (Company Name) for your (project). As you may know, many people like you rely on online reviews to ensure they get the best service possible. We would love it if you could leave us a testimonial on our Google page.

We'd love to hear about your experience with us. You can leave us a review at (Link).
Thank you for taking time out of your day.

HEADLINE

Much like the subject line, we've done a bunch of tests on headlines, and the emails with the highest open rate have the first name of the person you're emailing.

[YOUR NAME]
[NAME OF YOUR BUSINESS]
[PHONE NUMBER]
[WEBSITE URL]

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