

lead reply scripts.

Copy-paste replies for inquiries from ads, DMs, WhatsApp and lead forms. Edit the [brackets], keep the structure.

5 min

Reply inside 5 minutes. After an hour, most leads have already asked someone else.

price + step

Always give the price and one next step in the same message.

1 question

End every message with one easy question they can answer in a word.

01 first reply • within 5 minutes

Hi [name], thanks for reaching out to [business]!
[Product/service] starts from [price]. Is this for you or for your company?

Thank them, answer the obvious question, ask one thing back.

02 when they only ask "price?"

It's [price] for [what's included]. Most people choose [popular option].
Would [day] or [day] suit you to get started?

A bare price with no next step gets a "thanks" and silence.

03 they go quiet • after 24 hours

Hi [name], just checking in on [product/service]. Do you have any questions I can answer?

Short and easy to reply to. No pressure, no discount yet.

04 last nudge • after 3 days

Hi [name], I'll close this for now so I don't keep messaging you. If you want to pick it up later, just reply here.

Giving them an easy exit often gets the reply.

05 after the sale • review or referral

Thanks again for choosing [business], [name]! If you're happy, a quick review would really help us: [link]
And if you know someone who needs [service], we'd look after them too.

Ask while they're happiest, within a day of the sale.