

package.md

01-universal-assets/sms-scripts.md

PS> boring fix lead-followup

status: practical, transparent, no hype

SMS Scripts

SMS should be short, useful, and expected. Do not use SMS to spam people who did not ask to hear from you.

1. New lead confirmation

terminal

Hey {{first_name}}, this is {{business_name}} – we got your request about {{service_requested}}.
Quick question so we can point you the right way: {{qualifying_question}}

2. Missed call text-back

terminal

Hi, this is {{business_name}}. Sorry we missed your call. What can we help with today?

3. Quote request next step

terminal

Hey {{first_name}}, we got your quote request. To give you a useful answer, can you send
{{missing_info}}?

4. Appointment booking

terminal

Hey {{first_name}}, easiest next step is to pick a time here: {{booking_link}}. If none of those
work, reply with a good window.

5. Same-day follow-up

terminal

Hey {{first_name}}, just checking that you saw our reply about {{service_requested}}. Still need help with this?

6. Final follow-up

terminal

Hey {{first_name}}, closing the loop for now. If you still need help with {{service_requested}}, reply here and we can pick it back up.

SMS rules

- Keep it under 320 characters when possible.
- Identify the business.
- Ask one clear question.
- Do not send repeated texts forever.
- Respect opt-outs.
- Check local compliance requirements before automating SMS at scale.

> boring systems_

implementation package draft