

package.md

08-sales-page/landing-copy.md

PS> boring fix lead-followup

status: practical, transparent, no hype

Sales Page Draft – The Boring Follow-Up System

Hero

Headline

The boring follow-up system for leads that should not be disappearing in your inbox.

Subheadline

A transparent implementation package for capturing new inquiries, responding quickly, tracking follow-up, and choosing the tool path that matches how your business already works.

CTA

terminal

Join founding access

Download the free Lost Lead Checklist

Problem section

A customer fills out a form.

They ask about a quote, appointment, service, or project.

Then the request lands somewhere messy:

```
terminal
an inbox
an old spreadsheet
a CRM no one checks
a website notification
a sticky note pretending to be a process
```

You mean to follow up.

Then the day moves on.

The lead gets cold.

This package fixes that specific leak.

What it installs

```
terminal
new lead captured
instant response sent
lead saved in a system of record
follow-up date created
operator reminded
result tracked
```

Choose your setup path

You do not need every tool.

Pick the setup path that matches your business.

Path	Best for	Tools
Simple	fastest setup	Tally/Google Forms, Sheets, Gmail, Zapier
Airtable	lightweight CRM	Fillout/Tally, Airtable, Zapier/Make
HubSpot	existing CRM users	HubSpot Forms, CRM, Tasks, Email templates
Technical	custom systems	Supabase, n8n, Resend/Postmark/Twilio
AI Assistant	drafting/searching	ChatGPT, Claude, Gemini connectors

What is included

- setup guide
- stack chooser
- lead field map
- pipeline stages
- follow-up email scripts
- SMS scripts
- AI prompt pack
- testing checklist
- troubleshooting guide
- tool-specific walkthroughs
- future version updates for the package files

What this is not

This is not a course.

This is not a community.

This is not custom consulting.

This is not magic AI that closes leads for you.

This is a practical implementation package for one useful system.

Founding price section

Founding version

terminal

\$497

Includes the first complete implementation package and future v1 updates.

The founding version exists to validate the package before building every possible tool path.

FAQ

Do I need all of these tools?

No. Pick one setup path.

Is this only for technical people?

No. The simple and Airtable paths are designed for nontechnical operators. The Supabase/n8n path is for technical buyers.

Will AI send messages for me?

The package includes prompts and assistant workflows. Whether you auto-send anything is your decision. The default recommendation is human review before sending.

Does this guarantee more revenue?

No. It helps reduce preventable lead leakage by improving response speed, tracking, and follow-up. It cannot guarantee that every lead becomes a customer.

Is there a course or community?

No. The package is designed around files, walkthroughs, templates, and checklists.

Final CTA

```
terminal
```

```
> boring fix lead-followup  
status: practical
```

Join founding access and help shape the first version.

```
> boring systems_
```

```
implementation package draft
```