

1. Did you enter contact in to ZP?
 2. Did you update status/tasks in AC?
 3. Did you add a note logging last action in AC?

Action Checklist

Inbound Lead Process

IMMEDIATELY:
 1. First Contact/Follow Up

Email #1

Within 1 Hour Ideally, 12 Hours MAX

Script
 "Hi NAME,
 Thank you for inquiring about training with us! We can definitely help you _[goals]_
 I will give you a call TODAY/TOMORROW at TIME to chat about the details.
 Please let me know if you prefer a more convenient time.
 Best regards,
 YOUR NAME"

Note Your Activity/Result in Active Campaign

Call #1
 2. <12 Hours

Call at stated time.

Script
 "Hi, is this NAME? My name is _____ w/ Capital Strength & Conditioning. How are you today?
 I'm reaching out because we got your message about training with us. (Pause and let them respond or confirm)
 To get started, tell me a little about yourself (your goals, current height/weight, what they want to achieve in their training, etc.)
 --Chat to build rapport and dig out information. After 3-5min.--
 It sounds like we can definitely help your achieve your goals. The best next step is to have you come in for a consultation and assessment workout.
 Is the morning or the evening better for you?
 SCHEDULE CONSULT & ASSESSMENT."

If no answer, text immediately.

If no reply, call #2 in <12 Hours

Script
 "Hi NAME! This is YOURNAME at Capital Strength.
 Calling about your training inquiry with us.
 When's best to reach you?"

Update Action in Active Campaign as a note

Call #2
 3. <24 Hours

If no answer, text again immediately.

If no response, Email #2 in <12 hours

Text Script
 "Hi NAME! This is YOURNAME at Capital Strength.
 Sorry I missed you again.
 When's best to call back?"

Note Your Activity/Result in Active Campaign

Email #2
 4. <24 Hours

Script
 "Hey NAME,
 I hope you are doing great!
 Earlier this week you inquired about training with us, but I've been unable to reach you.
 Are you still interested in getting fit (or: Losing weight, getting stronger, etc.) with us?
 I will give you a call at _____ to chat about the details. Is this a convenient time?
 This will be my final attempt at reaching you.
 Please let me know if you have any questions or if I can be of service.
 Best regards,
 YOURNAME"

Note Your Activity/Result in Active Campaign

Final Call
 5. 24-36 Hours

If no answer: Final Text

Hi NAME. This is YOURNAME at Capital Strength. Are you still interested in getting fit?

If no response in 24 hours, mark as lost.