Nexus Reform

Lead Nurturing Mastery Checklist

☐ **Respond Quickly to Leads**

- Respond to leads within 5 minutes.
- Set up autoresponders to acknowledge receipt and confirm a follow-up time.

☐ **Follow Up Multiple Times**

- Implement a follow-up sequence of at least 5 contacts.
- Track follow-ups to ensure consistent outreach.
- Remember: 80% of sales are made between the 5th and 12th contact.

☐ **Lead the Conversation**

- Provide a specific date and time for follow-up calls.
- Be confident and straightforward, not asking for permission but confirming availability.

☐ **Use Multiple Channels**

- Follow up through various channels: text, email, and phone.
- Change the channel of communication if the lead doesn't respond initially.

☐ **Retain All Leads**

- Keep all leads in your database, regardless of their initial response.
- Utilize your database for future email marketing and new offers.

Special Offer:
Book a call for a personalized roadmap to scale your cleaning business. **Click here to schedule your consultation.**

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