TECTONICOS

//LEAD GENERATION PLAYBOOK

THE LEAD MACHINE.

How service businesses generate qualified leads on autopilot — without hiring, without chasing, and without missing a single opportunity.

5	3×	40%
STAGE SYSTEM	FASTER RESPONSE	LESS ADMIN TIME

FREE 14-DAY TRIAL
tectonic-os.com/tectonic

BY TIER ONE SERVICES
TIERONESVCS.COM

01

// THE REAL PROBLEM

YOUR PIPELINE IS LEAKING.

Most service businesses don't have a lead generation problem. They have a lead *handling* problem. The leads exist — they're evaporating before anyone responds.

78%
OF CUSTOMERS BUY FROM THE FIRST BUSINESS THAT RESPONDS

5 min
RESPONSE WINDOW BEFORE CONVERSION DROPS 80%

THE 5 STAGES WHERE LEADS DIE

1	**CAPTURE — THE FORM THAT GOES NOWHERE** STAGE 1 Lead fills out your form at 9pm. You see it at 9am. They've already called your competitor. **Fix: instant auto-response in under 60 seconds, any time of day.**
2	**RESPONSE — THE FOLLOW-UP THAT NEVER HAPPENS** STAGE 2 Manual follow-up depends on memory, time, and bandwidth. All three fail. **Fix: automated SMS + email sequence fires with no human needed.**
3	**QUALIFICATION — SAME QUESTIONS ON EVERY CALL** STAGE 3 Sales calls waste 20 minutes qualifying leads that should have been pre-screened. **Fix: AI conversation agent qualifies via SMS before any human touchpoint.**
4	**BOOKING — THE CALENDAR LINK NOBODY CLICKS** STAGE 4 Sending a calendar link in email and hoping for the best has a dismal conversion rate. **Fix: booking CTA embedded directly in SMS with one-tap confirmation.**
5	**RE-ENGAGEMENT — DEAD LEADS LEFT TO ROT** STAGE 5 Leads who said "not right now" 60 days ago are worth money. Nobody's touching them. **Fix: long-term nurture sequences reactivate cold leads automatically.**

// THE FRAMEWORK

BUILD A SYSTEM THAT NEVER SLEEPS.

The Lead Machine is a five-layer automation stack. Each layer handles one stage of the pipeline. Together they run 24/7 without human intervention until a lead is ready to buy.

LAYER 1 **CAPTURE** Form / Ad / DM → LAYER 2 **INSTANT RESPONSE** SMS + Email <60s → LAYER 3 **AI QUALIFY** Conversation AI → LAYER 4 **BOOK** Calendar Link → LAYER 5 **NURTURE** Long-term Sequence

LAYER 1: CAPTURE — ONE ENTRY POINT, MULTIPLE SOURCES

Every lead source — website forms, Facebook ads, Google ads, Instagram DMs, Google Business Profile — feeds into a single CRM. No leads fall through from checking the wrong inbox.

- Website contact / quote form → CRM contact created instantly
- Facebook/Instagram Lead Ads → webhook to CRM, zero manual import
- Inbound calls → missed call triggers SMS text-back automatically
- Google Business Profile → messages route to unified inbox

LAYER 2: THE INSTANT RESPONSE SEQUENCE

Speed wins. Your automation must fire within 60 seconds of lead capture — before the lead opens a second browser tab. Runs at 2pm or 2am, every day.

TRIGGER	MESSAGE TYPE	TIMING	GOAL
Lead submitted	SMS — personalized intro	Immediate	Acknowledge + open loop
No reply (30 min)	Email — value + CTA	+30 min	Catch email-first leads
No reply (4 hrs)	SMS — booking link	+4 hrs	Direct calendar push
No reply (Day 2)	SMS — social proof	+24 hrs	Credibility + urgency
No reply (Day 4)	Email — case study	+72 hrs	Deeper engagement

PRO INSIGHT

The **Missed Call Text-Back** is the single highest-ROI automation in any service business. When a call goes unanswered, an SMS fires within seconds: *"Hey [Name] — missed your call! I'm with a client. What's going on?"* This one workflow recovers 30–40% of leads otherwise permanently lost.

// QUALIFY + BOOK

THE AI THAT CLOSES WHILE YOU SLEEP.

Layers 3 and 4 are where most businesses leave the most money. An AI agent that qualifies and books works every hour, never gets tired, never forgets to follow up.

LAYER 3: AI CONVERSATION AGENT

Once a lead responds, AI takes over via SMS or webchat. It asks your qualification questions, captures answers to the CRM record, and determines fit before a human ever gets involved.

- Responds to inbound SMS 24/7 in your brand voice
- Asks budget, timeline, service type, location — whatever you define
- Tags and updates the CRM contact record automatically
- Handles FAQs so your team isn't answering the same questions all day

THE AI AGENT RULE

Qualify Fast + Capture Context + Book Direct = Zero Lead Friction

LAYER 4: AUTOMATED BOOKING

Once qualified, AI delivers a booking link directly in the conversation. The lead books, gets a confirmation, and receives automated reminders at 24 hours and 1 hour before.

AUTOMATION	TRIGGER	WHAT HAPPENS
Booking Confirmation	Appointment created	Email + SMS with full details
24-Hour Reminder	Day before	SMS reminder with reschedule link
1-Hour Reminder	Day of	SMS with meeting link / address
No-Show Follow-Up	Missed appointment	SMS fires instantly, offers rebook
Post-Call Review Request	Job completed	SMS to Google review page

LAYER 5: THE RE-ENGAGEMENT ENGINE

Not every lead converts in week one. The long-term nurture sequence keeps your brand in front of cold leads for 90 days — automatically. A lead that went cold at day 7 becomes a booked client at day 47 more often than you'd think.

- **Day 7** — Value email: "5 things to look for when choosing [your service]"
- **Day 14** — SMS: brief check-in, open loop question
- **Day 30** — Email: case study from a similar client
- **Day 60** — SMS: seasonal angle or current offer
- **Day 90** — Final: "Are you still looking?" direct offer

04

// DEPLOY YOUR SYSTEM

BUILD THIS IN UNDER 2 HOURS.

Exact sequence for standing up your Lead Machine. From zero to fully operational in one focused session.

1	**CONNECT YOUR LEAD SOURCES** Connect your website form, Facebook Lead Ads, and Google Business Profile. Every source routes to "New Lead" stage. Enable missed call text-back in Settings → Phone.
2	**BUILD YOUR INSTANT RESPONSE WORKFLOW** Automation → Workflows → Create. Trigger: Contact Created. Add SMS step (immediate), email (+30 min), SMS (+4 hrs). Use merge tags: {{contact.first_name}}.
3	**CONFIGURE YOUR AI CONVERSATION AGENT** AI Agents → Create. Set personality, train on your FAQ, program qualification questions. Assign to SMS channel. Test with a real number before going live.
4	**SET UP YOUR BOOKING CALENDAR** Calendars → Create. Set availability, buffer time, confirmation settings. Enable 24hr + 1hr reminders. Embed the booking link in your AI agent's conclusion message.
5	**LAUNCH YOUR NURTURE SEQUENCE** Second workflow triggered by "No Activity After 7 Days." Load your 6-touch sequence at the intervals above. Every message must deliver standalone value — not just "still interested?"

MANUAL PROCESS REPLACED	AUTOMATED BY	TIME SAVED/WK
Checking forms + inboxes	Instant CRM capture	3–5 hrs
Manual follow-up calls / texts	Automated sequences	5–8 hrs
Qualifying leads on calls	AI Conversation Agent	4–6 hrs
Scheduling back-and-forth	Self-serve booking	2–3 hrs
Re-engaging cold leads	Nurture sequences	2–4 hrs

// BUILD THIS SYSTEM TODAY

STOP READING. START RUNNING.

Every workflow, AI agent, and automation in this guide is ready to deploy inside Tectonic OS — right now, with your free 14-day trial. No credit card. No contracts. Full access.

WHAT YOU GET ON DAY ONE

- ▸ Full CRM + Pipeline Management
- ▸ Unlimited Automation Workflows
- ▸ Conversation AI + Voice AI Agents
- ▸ Two-Way SMS + Email Campaigns
- ▸ Booking Calendars + Reminders
- ▸ Website + Funnel Builder

START FREE TRIAL — NO CARD REQUIRED

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