

The 5-Minute Window.

How to stop losing jobs
to the next guy on Google.

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WHAT THIS IS

The bleed by phone.

Your phone rings. You are in a crawl space. It goes to voicemail. The customer hangs up and calls the next guy on Google. You will never know that job existed. This guide stops that, starting this week.

You will not need to buy software.

You will not need to hire a full team.

You will not need to be by the phone all day.

You will need to make sure every call gets answered or returned inside 5 minutes. The rest of this guide shows you the three ways to do it, cheapest to best.

THE PROMISE

Stop missing calls. Watch your bookings climb the same week.

Every missed call you turn into a booked job is pure profit. No more ads. No more leads. No new customers. Just the ones already trying to give you their money. This guide makes sure they reach you.

THE MATH

How much you are losing.

Most owner-operated shops miss 15% to 30% of inbound calls. That number shocks owners every time. Until they pull their call log and count.

Let's run the math on a small shop. 40 inbound calls a week. 20% go to voicemail. That is 8 missed calls a week. Some are spam. Some are existing customers calling back. But most are new jobs.

WEEKLY INBOUND	MISS RATE	MISSED CALLS	AVG TICKET	WEEKLY BLEED
30 calls	20%	6 missed	\$400	\$2,400
50 calls	20%	10 missed	\$400	\$4,000
80 calls	20%	16 missed	\$400	\$6,400
50 calls	20%	10 missed	\$2,000	\$20,000

Last row is an install-heavy shop. HVAC change-outs. Roofing. Big plumbing. \$20,000 a week walking out the door. \$1 million a year. From the phone alone.

PART 1

The 5-minute rule.

Here is the rule that doubles your close rate without changing anything else. Pick up the phone or call back inside 5 minutes. Every time. No exceptions.

Research on speed-to-lead has been consistent for 15 years. The fastest you respond to a new lead, the more likely you are to win the job. Not by a little. By a lot.

RESPONSE TIME	WIN RATE VS. AVERAGE
Under 5 minutes	Around 2x higher
5 to 30 minutes	Average
30 minutes to 2 hours	Around half
Over 2 hours	Near zero

Why? Because most homeowners call two or three shops in a row. Whichever shop picks up first usually books the job before the other two even call back. The customer wants the problem solved. They will say yes to whoever shows up first.

The 5-minute window is not about being polite. It is about being there before the competition. Most shops are not. That is your opening.

PART 2

Three ways to fix it.

Ranked cheapest to best. Each one works. Pick the one that fits your size. Move up the list as the business grows.

#	WHAT	COST	BEST FOR
1	Spouse, family, or yourself	Free	1 to 2 truck shops
2	Virtual receptionist service	\$200 to \$500 / month	2 to 5 truck shops
3	Full-time scheduler or VA	\$800 to \$4,500 / month	5 truck shops and up

Next three pages walk through each one. What it is. What it costs. How fast it gets installed. When to graduate to the next level.

WAY 1 OF 3

Free

Spouse, family, or yourself.

What it is.

One person you trust answers every call during business hours. Usually a spouse, an adult child, or yourself when you can. Goal is zero missed calls Monday through Friday, 8 to 5. After hours go to voicemail with a clear callback promise.

How to set it up.

Three things. First, forward your business line to that person's cell every weekday morning. Second, give them the one-page answering script on page 9 of this guide. Third, set a rule that every missed call gets returned inside 5 minutes during business hours.

When to graduate.

When you start dropping more than 5 calls a week or your spouse is fed up. Usually around the time you hit 2 trucks. That is your signal to move to Way 2.

WAY 2 OF 3

\$200 to \$500 / month

Virtual receptionist service.

What it is.

A live receptionist service answers your calls during business hours. They follow your script. They take messages. The good ones book jobs straight into your calendar. Examples are Ruby, Smith.ai, Posh, and Answer 24. No employees. No HR. Coverage Monday through Saturday at minimum.

How to set it up.

Pick one with trade industry experience. Send them your answering script and your intake questions. Give them access to your scheduling calendar. Forward your line during business hours. Most are live inside a week. Run a 30-day trial.

When to graduate.

When the service starts feeling expensive or impersonal. When you want someone who knows every customer by name. Usually around 5 trucks. That is the signal for Way 3.

WAY 3 OF 3

\$800 to \$4,500 / month

Full-time scheduler or virtual assistant.

What it is.

One person owns the phone, the calendar, and the follow-up. They book jobs. They send reminders. They confirm appointments. They know your customers by name. Can be a US-based scheduler at \$3,000 to \$4,500 a month, or a Philippines-based virtual assistant at \$800 to \$1,500 a month who handles the same work.

How to set it up.

Hire on a 30-day trial. First week is training on your script, your CRM, and your calendar. Pair them with a quick onboarding doc. Give them a direct line to you for questions. Most are fully running inside 2 weeks.

When to graduate.

You do not graduate from Way 3. You add to it. As the shop grows, you add a second scheduler. Then a sales rep to handle the bigger leads. The phone is your front door. Staff it for life.

PART 3

The answering script.

Whoever picks up the phone says the same thing every time. This is what they say. Print it. Tape it next to the phone.

The greeting. First 10 words.

OFFICE SAYS**Warm. Confident. Short.**

"Thanks for calling [shop name], this is [name]. How can I help?"

The discovery. Three questions, in order.

OFFICE SAYS**Ask. Listen. Write it down.**

"Can you tell me what is going on? When did it start? And where are you located so I can get a tech out to you?"

The book. Two times. Not yes or no.

OFFICE SAYS**Two doors. Both lead to the schedule.**

"I can have a tech out today between 2 and 4, or tomorrow morning between 8 and 10. Which works better for you?"

PART 4

The voicemail catch.

Even with Way 1, 2, or 3 in place, a few calls will slip through. After hours. Lunch break. Power outage. This is the safety net for those calls.

The second a missed call hits voicemail, a text message goes out to the caller. Automated. From your number. Inside 5 minutes.

Most CRMs and phone systems have this built in. ServiceTitan. HouseCall Pro. Jobber. Even a free Google Voice account can do it with a simple setup. If your system does not have it, switch systems or set up a basic automation. This is non-negotiable.

THE GOAL

Caller hears 'beep,' caller gets a text in under 5 minutes.

When a homeowner reaches voicemail and gets a text right after, they feel seen. Most reply. Most book. Compare that to the shops who never call back. This one automation puts you ahead of 80% of your competition.

PART 4 / TEMPLATES

Three texts. One sequence.

Text 1. Sent inside 5 minutes.

FROM YOUR BUSINESS NUMBER

Automated. Goes out the second voicemail hits.

"Hi, this is [shop name]. Sorry we missed your call. We are out on a job. Reply here with what you need and we will text back within an hour. Or call us back any time at [number]."

Text 2. Sent 2 hours later if no reply.

FROM YOUR BUSINESS NUMBER

Soft follow-up with a calendar link.

"Hey, this is [shop name] again. Wanted to make sure you got our last text. If you still need help, you can book right here: [calendar link]. Or just reply and we will call you back."

Text 3. Sent next morning if still no reply.

FROM YOUR BUSINESS NUMBER

Last touch. Then stop.

"Hi [name], one last note from [shop name]. If the problem got fixed, glad to hear it. If not, we are still here. Reply or call [number]. After that I will stop bugging you."

PART 5

The tracker.

Print this. Tape it next to the phone. Fill it in for one week. By Friday you will know exactly what the bleed is costing you.

DATE	TIME	SOURCE	RETURNED IN 5 MIN?	BOOKED?	EST. VALUE

SOURCE. Where the caller said they found you. Google. Referral. Repeat customer. Truck wrap. This tells you which channel is bleeding the most.

EST. VALUE. Your best guess at the job size based on the call. Service call \$400. Install \$5,000. Just a guess. Round up. Add the column on Friday.

PART 6

The 30-day install.

You have the math. You have the rule. You have the three ways. Now you install it. 30 days. Week by week. Most owners are at zero missed calls inside the first 30 days.

Week 1: Measure. Run the tracker for a full week.

Week 2: Pick a way. Set up Way 1, 2, or 3.

Week 3: Add the safety net. Voicemail-to-SMS goes live.

Week 4: Lock in. Track results. Tighten the script.

ONE RULE

Do not skip Week 1.

If you skip the tracker, you do not know what the bleed is. You also do not know which channel is leaking. Without the number, the team will not believe the problem is real. The tracker is the spine. Run it first.

WEEK 1 / DAYS 1 TO 7

Measure.

Goal. Run the tracker. Count every call and every miss. Do not fix anything yet.

DAY 1 MONDAY	Read this whole guide. Print the tracker on page 12.
DAY 2 TUESDAY	Tape the tracker next to your phone. Tape one in every truck.
DAY 3 WEDNESDAY	Every call gets logged. Even the ones that go to voicemail. Especially those.
DAY 4 THURSDAY	Note the source for each call. Google. Referral. Repeat. Truck wrap.
DAY 5 FRIDAY	Add up the missed-call value column. That is your weekly bleed number.
DAY 6-7 WEEKEND	Multiply by 50 weeks. That is your annual bleed. Write it down. Show your spouse.

WEEK 2 / DAYS 8 TO 14

Pick a way.

Goal. Choose Way 1, 2, or 3. Set it up. Forward your line.

DAY 8 MONDAY	Decide which way fits your size today. Be honest with yourself about cost vs. bleed.
DAY 9 TUESDAY	If Way 1, brief your spouse or family member. Print the script on page 9.
DAY 10 WEDNESDAY	If Way 2, call three virtual receptionist services. Get quotes. Pick the best fit.
DAY 11 THURSDAY	If Way 3, post the scheduler or VA role. Use a job board or VA agency.
DAY 12 FRIDAY	Set up the call forwarding on your business line. Test it three times.
DAY 13-14 WEEKEND	Walk the new helper through your script. Have them practice three calls with you.

WEEK 3 / DAYS 15 TO 21

Safety net.

Goal. Voicemail-to-SMS goes live. Three texts. Auto-fired.

DAY 15 MONDAY	Check your CRM or phone system. Does it have a missed-call auto-text? Yes, turn it on. No, switch tools.
DAY 16 TUESDAY	Build Text 1, Text 2, and Text 3 from page 11 into your system.
DAY 17 WEDNESDAY	Test the sequence on yourself. Call your business line. Hang up. Watch the texts come.
DAY 18 THURSDAY	Make a calendar link with simple booking slots. Drop it into Text 2.
DAY 19 FRIDAY	Tell the team. Every missed call now triggers a sequence. They will see new reply-back leads.
DAY 20-21 WEEKEND	Read every text reply that came in this week. Add the booked jobs to your tracker.

WEEK 4 / DAYS 22 TO 30

Lock in.

Goal. Track results. Tighten the script. Set the rules for life.

DAY 22 MONDAY	Compare this week's missed-call count to your Week 1 number. Write the gap down.
DAY 23 TUESDAY	Listen to two or three recorded calls this week if your system records. Note the script gaps.
DAY 24 WEDNESDAY	Tighten the answering script if something is not working. Update the printed copy.
DAY 25 THURSDAY	Run a 15-minute meeting with whoever owns the phone. What is working. What is not.
DAY 26-27 FRI-SAT	Set the rule. Zero missed calls is the new floor. Anything else is fixable.
DAY 28-30 FINAL DAYS	Track for one more week. Write the new bleed number down. That is your new floor.

PART 7

Two ways forward.

You can do everything in this guide on your own. Many owners have. It works. It also takes time. Here is the honest side-by-side.

	DO IT YOURSELF	DONE WITH EAC
Time to install	30 days if you do every step	30 days. Same plan.
Cost	Free. This guide.	\$1,000 up front. \$3,000 on day 31 only if you have 10 hours back. 14-day refund window.
Risk	You stop halfway. Most owners do.	Low. We hold you to the schedule.
The tracker	You run it alone. You score it alone.	We run it with you. We score it for you.
Weekly live session	None.	60 minutes a week with John and other owners.
Direct access	None.	Text John direct for the full 30 days.
Voice-Print of your business	Not included.	Built day one. Your team sounds like you on the phone.
Founders 50 rate locked	Not available.	Lifetime rate for the first 50 members.

WHO DIY IS RIGHT FOR. You like to do it yourself. You have one hour a day for 30 days. You will not stop when it gets boring.

WHO EAC IS RIGHT FOR. You have tried before and stopped. You want someone watching the work. You want the missed calls fixed this quarter, not next year.

ONE LAST THING

Every missed call is a job you already won.

The customer wanted you. The customer called you. You just were not there. Be there starting day 31.

Print the tracker. Pick a way. Turn on the safety net.

Do it on your own with this guide. Or do it with us. Either way, do it.

READY TO TALK?

Book a 30-minute call.

We will look at your call log together. No pitch. No pressure. If Win Back Your Week is a fit, we will say so. If not, we will tell you that too.

winbackyourweek.com

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**We find the money your business
is already making but not keeping.**

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