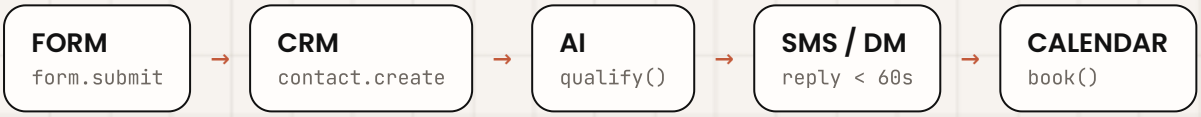
Lead to booked call in **under a minute**.

The AI automation from the video, step by step. Build it with your own tools, or have it built for you.

Why it matters

Harvard Business Review analysed ~1.25M sales leads: firms that tried to contact a lead within an hour were nearly **7× as likely to qualify it** as firms that waited even an hour longer (Oldroyd, McElheran & Elkington, 2011). Most businesses reply in hours. The fix isn't working faster. It's a system that replies for you.

The system



01 Capture: one form, the fields that decide fit

Name, email, phone (with SMS consent), and 2–3 qualifying questions (what they need, timeline, budget range). Every source goes through the same form: site, ads, link in bio.

02 CRM: instant contact + tag + source

Any CRM with automations works (e.g. GoHighLevel, HubSpot, or Airtable + n8n/Make). Tag the source so you know which channel books calls.

03 AI qualifies: read the answers, decide the path

Send the form answers to an LLM with a short rubric. Output: `fit / maybe / not_fit` + a one-line personal opener that references what they wrote.

04 Reply in under a minute, in your voice

fit → SMS/DM with the opener + your booking link. *maybe* → one question back. *not_fit* → a kind note + a free resource. Only text people who gave consent, and follow your country's SMS rules.

05 Book: calendar link, reminders, no-show rescue

Booking moves the lead to "Call booked". Send reminders at 24h and 1h. No-show → automatic reschedule message.

The AI qualifier prompt (copy, then edit)

```
You qualify inbound leads for [BUSINESS], which helps [WHO] with [OFFER].
Lead answers: {{form_answers}}
Return JSON: {"verdict":"fit|maybe|not_fit","reason":"...","opener":"..."}
Rules:
- fit = needs [OFFER], timeline under [X] weeks, budget at or above [Y].
- opener: one friendly sentence that references their own words. No hype, no emojis.
- If information is missing, verdict = "maybe".
```

Measure it

Time to first reply

Target: under 60 seconds, 24/7.

Lead → booked call

Track weekly, by source.

Want it built for you?

I build AI automations like this for founders and small businesses, wired into the tools you already use.

Book a free call → linktr.ee/mwaseemzaheer