The 7-Day Lead Follow-Up Checklist

A day-by-day consultative touch cadence for every new lead.

Use this checklist for every new inbound lead. Each touch delivers value — no "just checking in." If they reply at any point, stop the sequence and respond personally.

DAY 1

Within 5 min

Send instant text: "Hi [Name], got your inquiry — calling you shortly. Here's my calendar if you'd like to grab a time: [link]"

Within 1 hour

Make first call attempt. If no answer: leave a specific, curiosity-building voicemail.

Same day

Send email: brief intro + one market insight about their area. No pitch. Just value.

DAY 2

Morning

Second call attempt — try a different time than Day 1.

If no answer

Send text: "I pulled some numbers on [area] — a few things worth knowing before you make any decisions. Happy to share when the time is right."

DAY 3

Call attempt #3

If you've left 2 voicemails already, skip the voicemail today. Just call.

Evening text

"Quick question — are you looking to move in the next 90 days, or more of a longer timeline? Just want to make sure I'm sending you relevant info."

DAY 5

Email only

Send something genuinely useful: market update, neighborhood guide, buyer/seller tip. Subject: "This might be useful for you, [Name]." No call today.

DAY 7

Final touch

Call attempt. If no answer, final voicemail: "I'll give you some space, but I'm here when the timing is right. One thing I wanted to mention: [market insight]. Take care."

CRM task

Tag: "Week 1 complete" and set a Day 14 task to enroll in 30-day nurture sequence.

REMINDERS FOR EVERY TOUCH

- Never lead with a pitch — lead with a question or a piece of value
- One question per message. Two questions = no answer to either.
- Stop the sequence the moment they reply — respond personally
- Always give them a way out: "No pressure — I'm here when the timing is right"

Want Day 1 handled automatically — every time a new lead comes in?
TheAgentWhoAnswers.com