



YOUR AI-POWERED BUSINESS ENGINE

# SMS That Gets Replies

10 ready-to-paste templates for service businesses. Personalise the [bracketed] sections in dAIsy and you're live.

**98%**

SMS open rate

**3 min**

average time to read

**6x**

higher response than email

# The Golden Rules of Business SMS

- Always identify yourself — include your name and business in every message
- Keep it under 160 characters where possible — one text, one cost, one clean read
- One message, one action — never put two CTAs in one SMS
- Use `{{contact.first_name}}` in dAIsy for personalisation — it takes 10 seconds and dramatically improves response rates
- Never send between 9pm and 8am — set quiet hours in dAIsy Settings
- Always include an opt-out option in your first automated message — "Reply STOP to unsubscribe"

## 1 New Lead Welcome (instant reply)

*"Hi {{contact.first\_name}}, it's [Your Name] from [Business Name] — thanks so much for getting in touch! I'll be with you shortly. In the meantime, feel free to grab a time that suits you: [booking link] Reply STOP to unsubscribe."*

~160 characters · Use in: [New Lead Workflow, Step 1, trigger: Contact Created](#)

## 2 Missed Call Text Back (auto-fires when you miss a call)

*"Hi, it's [Your Name] from [Business] — sorry I missed your call! I'm with a client right now. Reply here and I'll get straight back to you, or book a time: [booking link]"*

~145 characters · Use in: [Settings → Missed Call Text Back → customise this message](#)

## 3 Appointment Reminder (24 hours before)

*"Hi {{contact.first\_name}}, just a reminder that we're booked in tomorrow at [TIME]. Looking forward to it! If anything changes, just reply here. — [Your Name], [Business]"*

~148 characters · Use in: [Calendar Settings → Reminders → 24-hour reminder](#)

**4 Appointment Reminder** (1 hour before)

"Hi {{contact.first\_name}} — see you in an hour! [ADDRESS or CALL LINK]. Any questions, just reply. — [Your Name]"

~95 characters · Use in: **Calendar Settings → Reminders → 1-hour reminder**

**5 Google Review Request** (after job completion)

"Hi {{contact.first\_name}}, thanks so much for choosing [Business] — it was a pleasure! If you have 2 minutes, we'd really appreciate a Google review: [your Google review link]"

~155 characters · Use in: **Automation triggered when pipeline stage moves to 'Won'**

**6 Follow-Up Nudge** (24hrs after first contact, no reply)

"Hi {{contact.first\_name}}, [Your Name] from [Business] again — just checking my message got through! Happy to answer any questions. What would be most helpful? — [booking link]"

~152 characters · Use in: **New Lead Workflow, Step 3, trigger: 24hrs after Contact Created if no appointment booked**

**7 Soft Close** (Day 7, final follow-up)

"Hi {{contact.first\_name}} — I don't want to keep bothering you! If [SERVICE] is still on your radar, I'd love to help: [booking link]. If not, no worries at all — you know where I am. — [Your Name]"

~172 characters, may send as 2 texts · Use in: **New Lead Workflow, Step 5, Day 7**

**8** **Re-engagement** (cold lead, no contact in 30+ days)

*"Hi {{contact.first\_name}}, [Your Name] from [Business] here. It's been a while! We've got some availability coming up and thought of you. Worth a quick catch-up? [booking link]"*

~158 characters · Use in: **Cold Lead Re-engagement Workflow, Day 1**

**9** **Broadcast to Warm List**  
(campaign)

*"Hi {{contact.first\_name}} — [Your Name] from [Business]. We've just [NEW SERVICE / OFFER / UPDATE]. Thought it might be useful for you. Happy to chat: [booking link] — no pressure at all."*

~162 characters · Use in: **Marketing → SMS → Create Campaign → filter by tag: warm-lead**

**10** **Referral Request**

*"Hi {{contact.first\_name}}, thanks again for being such a great client — really appreciate it. If you know anyone who could benefit from [SERVICE], we'd love a referral. We always look after people who come via recommendation. — [Your Name]"*

~192 characters, sends as 2 texts · Use in: **Post-conversion sequence, Day 30**

## Setting Up SMS in dAIsy

**1** **Get Your dAIsy Phone Number**

**Settings → Phone Numbers → Add Number** . Choose a local area code — it builds trust with local clients. This number handles calls, SMS, and voicemail drops.

## 2 Set Quiet Hours

[Settings](#) → [Business Info](#) → [Business Hours](#) . dAlsy will queue messages and send them at the next available time within your hours.

## 3 Enable Missed Call Text Back

[Settings](#) → [Missed Call Text Back](#) → [ON](#) . Paste Template 2 above, add your name and booking link, save. Done — every missed call is now followed up automatically.

## 4 Test Before Going Live

Send a test SMS to yourself from a workflow before activating it. Check the personalisation fields populate correctly and the message reads naturally.

### Quick Win

Start with Template 1 and Template 2 — the New Lead Welcome and Missed Call Text Back. These two alone will stop you losing leads to faster-responding competitors. Add the rest as you go.