Lead System Kit

One front door · instant ack · money-gated quotes · follow-up on rails

The system

Leads cool by the hour. The system answers fast and warm: one intake form captures everything into a log, an automated acknowledgment buys calm hours, AI drafts qualified responses from your criteria and price sheet, the money gate protects every number, and the 3-touch follow-up runs on reminders instead of memory.

The money gate — 3 checks, every draft, in order

1 · Numbers
Every figure verified against YOUR price sheet — a wrong quote is a commitment, not a typo.

2 · Promises
Dates, turnaround, "yes we can" — confirmed deliverable by you, never assumed by AI.

3 · Mood
Frustration or complication in the inquiry → Lane A: you handle it personally, start to finish.

My front-door form (fields)

Name · what they need · timeline · how they found you · [your qualifying question]

MY ONE-LINE REDIRECT (saved for DMs/emails):

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The acknowledgment + the lead log

The acknowledgment — the ONE safe full automation

Receipt + expectation + FAQ link. No prices, no promises, no judgment content — which is exactly why it may run hands-off. Template:

The lead log — one row per inquiry

WHO	WHAT / CLASS	ARRIVED	QUOTED	TOUCHES 3/7/14	STATUS

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The 3-touch follow-up planner

TOUCH 1 — Day 3 · the warm nudge

"Wanted to make sure my quote reached you — happy to answer any questions."

TOUCH 2 — Day 7 · the value add

Something useful: an option, similar work, the answer to the question they probably have.

TOUCH 3 — Day 14 · the graceful close

"I'll leave it here — the quote stands through [date]. I'd love to help whenever timing works." Then STOP.

MY TOUCH TEMPLATES (drafted once, on a calm day):

Rules

- All three touches drafted in ONE pass, right after the quote — reviewed then, fired by reminders.
- Three touches is persistence; five is pestering. The sequence ends at the graceful close.
- Every touch logged. Monthly: skim the log — sources that convert, quotes that stall.

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What to do with this document

Your next steps

- [ ] Build the front door form and link it everywhere inquiries start
- [ ] Automate the acknowledgment — the one message that safely runs hands-off
- [ ] Run your next 3 real inquiries through the qualifier with the money gate on
- [ ] Set the day 3 / 7 / 14 reminder rails and log every touch

Keep going (free)

Every lesson of the Automation Academy is free at braintrain-ai-academy.com/automation-academy — problems first, tools second. This worksheet feeds directly into the next lesson of the module.

A NOTE FOR LATER

Later in this academy, documents like this one become your Automation Blueprint — a written plan of everything you want built. You can build it yourself with what these lessons teach. And if you would ever like help designing it around your specific situation, BrainTrain AI Coach can guide you step-by-step. For now: run the worksheet. That is the whole assignment.