

Build 2 of 5: The Instant Lead Reply

The system that answers a website form in nine seconds, books the lead on the owner's calendar, and logs every inquiry. About an hour to build.

Build time	~1 hour once you know the modules. First one: 2 to 3 hours.
Tools	Make, Google Calendar, Gmail, Google Sheets, Claude or ChatGPT
Optional	Twilio, for the text-message version
Setup fee	\$400 to \$750
Monthly	\$150 to \$300
Best buyers	Contractors, home services, law firms, agencies, realtors

Before you start

- A free Make account at make.com
- Access to the client's website form settings, or their Facebook lead ads
- The client's Google account, or a shared calendar and sheet
- The client's business email address for sending

You do not need to write code. Make is visual: you connect modules and fill in fields.

Step 1: Build the trigger

A webhook is a doorbell between two apps. Make gives you a unique web address, and that address is the bell.

- Open Make, create a new scenario, add a **Webhook** module
- Copy the web address Make generates
- Paste it into the client's form settings. WordPress, Squarespace and Wix all support this
- If the client runs Facebook lead ads instead, use Make's built-in **Facebook Lead Ads** trigger and skip the form settings. About ten minutes
- Submit a test inquiry on the form

DONE WHEN: your scenario history shows a run carrying the buyer's name, phone, email and message.

Step 2: Put every lead on the calendar

- Add a **Google Calendar** module, action: create an event
- Event title: the buyer's name and phone. Write it plainly, like *new lead, Sarah, kitchen remodel*
- Set the event for the next business morning
- Run a test and open the calendar on a phone

DONE WHEN: a test lead shows as a block on tomorrow's calendar, readable at a glance on a phone.

Why this matters: an email is something an owner might read. A calendar block is something he walks past on his way out the door.

Step 3: Write the reply that names their project

- Add an **AI** module in Make, using Claude or ChatGPT
- Map the form fields into the prompt so the buyer's own words reach it
- Keep the output under four sentences
- Test it with a note sent from a friend's phone

The instruction, written once:

Write a short, friendly reply confirming we received this request and will call within one business day. Mention their project by name. Under four sentences. Warm and human, never formal. Sign off as [BUSINESS NAME].

DONE WHEN: a stranger reads the reply and believes a person wrote it.

A cold automated reply lands worse than plain silence. We have received your request reads like a parking ticket.

Step 4: Send it and log it

- Add a **Gmail** module, sending from the client's own business address
- Add a **Google Sheets** module, add a row
- Log: name, contact, project, exact timestamp
- Optional: add **Twilio** to send the same reply by text

DONE WHEN: one fake inquiry fires all three: the calendar block, the email, and the sheet row.

NOT OPTIONAL: any business texting United States customers needs A2P 10DLC registration through their carrier, and every message must carry a reply STOP line. Email-only builds do not need it.

That sheet is what makes the monthly fee obvious. The owner sees eleven leads caught last month, and four arrived after midnight.

Step 5: Price it and pitch it

	Low	Typical	High
Setup, one time	\$400	\$550	\$750
Monthly maintenance	\$150	\$200	\$300

Quote both numbers together, in one sentence, without apologizing. Practice it once in the car before you say it to a person.

The client is not buying your hour of clicking. They are buying every lead that no longer dies inside an inbox overnight. A contractor's average job runs near five thousand dollars. Save one lead a quarter and the arithmetic stops being a debate.

Your pitch line, one sentence:

No lead slips through on a busy day again.

DONE WHEN: you can say the setup fee and the monthly out loud without flinching.

The outreach message

Send this after you have submitted a test inquiry on their site and timed the reply. The proof is the whole message. Keep it short.

Subject: your website form

Hi [NAME],

I filled out the contact form on your site on [DAY] at [TIME]. I have not heard back yet, so I wanted to mention it rather than let it sit.

I build a small system that answers that form automatically within about nine seconds, puts the lead on your calendar, and logs every inquiry so none get lost. Takes me about an hour to set up.

Worth a ten minute call?

[YOUR NAME]

Do not attach anything, do not send a deck, and do not lead with the price. The timestamp is the pitch.

Your assignment this week

- Find three local businesses running Facebook or Google ads
- Submit a polite test inquiry on each website
- Write down how long each reply took
- Send the outreach message above to any that took more than a day

Businesses paying for lead ads are the warmest prospects on the list. They spend real money per lead and then let those leads go cold.

If something does not fire

Symptom	Usual cause
Webhook never triggers	The form is not actually posting to the address. Re-copy it, no trailing space.
Scenario runs, fields empty	Field mapping. Run once, then map from the real payload rather than guessing.
Email goes to spam	Sending from a personal address. Use the client's own domain.
Calendar event on the wrong day	Time zone on the Make connection, not the calendar.
AI reply sounds generic	The project field is not mapped into the prompt. It has nothing to name.

Next: Build 3 of 5, the No-Show Shield. The system that stops empty salon chairs and missed dental appointments.

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