

# Outline of a Purposeful Text for Lead Generation or Follow Up

To ensure a response when sending a text, make sure it includes all four of the key points below:

**1**

State your name, tell them who you are

**2**

The question you're asking

**3**

Call to action - "call me back, text me back, let's find 5 minutes to chat"

**4**

When you'll send a follow up message, if there is no response to the first message

Make sure to include each piece and tweak your language as needed to get more return responses when lead generating.