

Missed Call Recovery Kit

Turn every missed call into a booked appointment, or a documented no. Set up this weekend.

\$27 one-time

INSTANT DELIVERY · LIFETIME UPDATES

Missed Call Recovery Kit

Turn every missed call into a booked appointment (or a documented no)

A Black Flag Media Playbook

One system. Five touches. Ten templates. Set up in a Saturday. Pays for itself the first week.

Part 1: The 15-Minute Quick Win

You do not need to read the whole book to start making money from missed calls today. You need one text, one setting change, and fifteen minutes.

Here it is.

The text (paste this)

```
Hi, this is [YOUR NAME] with [BUSINESS]. I saw your call  
and I could not get to the phone. Text me back what you  
need and I will get you sorted in the next few minutes.
```

Four sentences. First name. Business name. Reason. Ask. Timeframe.

Do not add "office hours." Do not add "we sincerely apologize." Do not add "please leave a voicemail." Every extra word costs you a reply.

The setting (turn this on)

Open whatever tool routes your business calls. GoHighLevel, OpenPhone, RingCentral, Podium, Google Voice, doesn't matter. Every modern phone tool has a feature called "missed call text back," "call fallback," or "auto-response."

Find it. Turn it on. Paste the text above. Save.

The routing (test this)

Have a friend call your business number and let it go to voicemail. Confirm two things:

1. The auto-text arrives on their phone in under 60 seconds
2. Their reply lands on YOUR phone with a notification (not an email you check twice a day)

If either one fails, fix it before you close this file.

That's the quick win. You now have a system that catches calls at 2 AM, during a job, and while you're at your kid's game. It runs whether you remember it or not.

The rest of this playbook makes it 10x better. But if you stop reading right here, you already have the version most of your competitors will never build.

Part 2: What Missed Calls Actually Cost You

Most owners think missed calls are just part of doing business. The math says otherwise.

The response-time cliff

James Oldroyd, Kristina McElheran, and David Elkington published "The Short Life of Online Sales Leads" in Harvard Business Review (March 2011). They studied 1.25 million sales leads across 29 B2C and B2B companies. The finding that matters for you:

Firms that tried to contact potential customers within an hour of receiving a query were nearly 7 times as likely to qualify the lead as those that tried to contact the customer even an hour later, and more than 60 times as likely as companies that waited 24 hours or longer.

Read that again. The gap between "one hour" and "twenty four hours" is 60x. Not 60 percent. 60 times.

The same study measured contact within 5 minutes vs after 30 minutes. Odds of qualifying the lead: 21x higher in the 5-minute window.

That's not a marketing stat. That's a physics stat. The lead is holding the phone. Their attention is on the problem. If you get to them while they're still there, you win. If you wait until tomorrow, they've already called two competitors and hired one.

The missed-call reality for small business

BIA/Kelsey published "Small Business Digital Marketing" (2014, cited by Invoca and later industry reports) estimating that small businesses miss roughly 62 percent of inbound phone calls, largely because owners and staff are busy running the business.

Salesforce's "State of the Connected Customer" report (5th edition, 2022) found 83 percent of customers expect to interact with someone immediately when they contact a company. Not "sometime today." Immediately.

Forrester Research has published for years that the first vendor to respond to a lead wins somewhere between 35 and 50 percent of the sale, regardless of price or brand. Being first is worth more than being cheapest.

Your actual number

Do this math with your own inputs. Do not trust a headline number.

```
A = Inbound calls per month (check your phone bill)
B = Miss rate (assume 50% if you don't know)
C = % of missed calls that are new leads (assume 50%)
D = Your close rate on a live call (be honest, use last 12 months)
E = Your average sale value (last 12 months)
```

```
Monthly missed revenue = A × B × C × D × E
```

Example. A plumber gets 80 calls/month, misses half, half of misses are new leads, closes 25% on the phone, averages \$520 per job.

```
80 × 0.50 × 0.50 × 0.25 × $520 = $2,600/month = $31,200/year
```

That number is not fabricated. Plug your own inputs in. Whatever comes out is what a missed-call system is worth to you. If your number is \$8,000 a year, this kit is a 300x return. If it's \$60,000, it's a 2,200x return.

The hidden cost nobody puts on the spreadsheet

There's a second cost that never shows up in the model. Every missed call that gets no callback teaches that person one thing: "This business doesn't respect my time."

They call your competitor. Your competitor picks up or texts back. You just lost that customer, their referrals, and their review. Forever.

Do this for two years and you have not just lost revenue. You have trained your local market to think of you as the business that doesn't answer the phone.

One customer's read on it

```
"I was missing calls all day between jobs. I thought I was busy. Turns out I was busy losing money. First week of using the text-back I booked three jobs I would have missed. Two of them
```

were \$1,200 each." (Composite of three BFM install clients (plumbing, HVAC, mobile detail), first 30 days post-install, 2026.)

Labeled composite. Real numbers from real installs. Not a testimonial we made up.

It doesn't have to be that way.

The rest of this playbook is exactly how to fix it.

Part 3: The 5-Touch Missed Call Recovery Sequence

One text is a quick win. A sequence is a system.

Most owners think the missed-call text is the whole play. It's touch one of five. Every touch has a specific job. Skip one and you leak leads through that specific gap.

Here are the five, with exact copy, timing, and the edge cases that will bite you.

Touch 1: The Instant Text (60 seconds)

Trigger: Any inbound call rings 4+ times without being answered, or rolls to voicemail.

Copy:

```
Hi, this is [YOUR NAME] with [BUSINESS]. I saw your call  
and I could not get to the phone. Text me back what you  
need and I will get you sorted in the next few minutes.
```

Why 60 seconds: They still have the phone in their hand. Their attention is on the problem. The Oldroyd HBR study says every minute past minute one costs you qualification odds.

Edge case, spam calls: If your industry gets a lot of robocalls or spam, add a filter. Route calls from numbers with no name and no local area code to voicemail without triggering the auto-text. Most CRMs support this natively (in GoHighLevel, add a Trigger Filter for "Caller Location = local state" before firing the text).

Edge case, after-hours: Use the after-hours variant (Template 2) instead. Same structure, different first line.

Touch 2: The 15-Minute Check-in

Trigger: They replied to Touch 1 with a message, but the conversation stalled before booking. Fires 15 minutes after their last message with no reply from you.

Copy:

Circling back so this does not fall through. I have [TIME SLOT A] and [TIME SLOT B] open. Which one works?

Why 15 minutes: They're still in "problem-solving mode." A 15-minute nudge feels attentive, not pushy. Wait 2 hours and it feels like you dropped the ball.

Edge case, you have the conversation open: If you're actively texting them and it stalls, this is on you, not automation. Do NOT let a workflow fire while you're in a live conversation. Set the workflow to skip if you sent the last message.

Edge case, they said "getting quotes": Skip the check-in. Send the "getting quotes" objection handler in Part 4 instead.

Touch 3: The 2-Hour "Did We Miss You?"

Trigger: They replied to Touch 1 but ghosted. Two hours have passed with no message from them.

Copy:

Hey, wanted to make sure you got my texts. Still happy to help with [WHAT THEY NEEDED]. What is the best time for you this week?

Why 2 hours: They're likely at work, driving, or dealing with the actual problem. Two hours is enough time for a natural break. Long enough that you're not spamming. Short enough that the memory is fresh.

Edge case, they never replied to Touch 1: Skip this touch. Go to Touch 4. If they ignored the first text, another one within the same day makes you look desperate.

Touch 4: The 24-Hour Email

Trigger: 24 hours after the missed call with no booking. Only fires if you captured an email (from web form, existing CRM record, or if they gave it in the text conversation).

Subject line (three options, use whichever fits):

- Still looking for [SERVICE], [FIRST NAME]?
- About your call yesterday
- [FIRST NAME], did you get someone booked?

Body:

Hey [FIRST NAME],

You called us yesterday about [SERVICE] and we did not connect. I do not know if you found someone else or if this fell off your radar.

Either way, if you still need it handled, here is my direct calendar link: [BOOKING LINK]

Pick any slot that works. If you already booked with someone else, no problem, just reply "handled" and I will close out the file.

[YOUR NAME]

[BUSINESS]

[DIRECT PHONE]

Why 24 hours: By day two, the "urgency window" is closed. You are no longer competing on speed. You are competing on being the easiest to book. A calendar link removes friction.

Edge case, B2B: Move this to 48 hours. Businesses take longer to make decisions than homeowners.

Edge case, no email captured: Use Touch 5 as your day-two touch instead.

Touch 5: The 3-Day Nurture Branch

Trigger: 72 hours after the missed call. Still no booking. This is the last direct touch before they enter your general nurture list.

Copy (SMS):

Last check-in from me. If you found someone else for [SERVICE], no worries. If you are still looking, reply GO and I will personally hold you the next opening.

Why 3 days: By day three, if they haven't hired you or replied to say "handled," they either forgot or bought elsewhere. This one text does two useful things: it re-opens the door for the "forgot" group, and it gives the "bought elsewhere" group a chance to close the loop so you stop chasing them.

Then: Regardless of reply, move them to your monthly nurture list (newsletter, seasonal offer, "how to know when to call us" content). Do not delete the lead. 15 to 25 percent of ghosted leads come back within 90 days if you stay in front of them without being annoying.

Edge case, they said no: If they explicitly said "no thanks" or "went with someone else" at any point, do NOT fire Touch 5. Tag them "closed lost" and move them to a quarterly nurture only.

The whole sequence on one page

```
0:00      Missed call
0:01      Touch 1. Instant text (auto)
+0:15     Touch 2. 15-min check-in (only if convo stalled)
+2:00     Touch 3. "Did we miss you?" (only if they replied then ghosted)
+24:00    Touch 4. Email with calendar link
+72:00    Touch 5. Final "reply GO" text
+Ever     Nurture list
```

Five touches. Ten possible states. One system.

Print this page. Tape it to the wall next to whoever answers your phone.

Part 4: Full Template Library (Inlined)

Every template you need to run the full sequence. Grouped by scenario. Change the bracketed words. Do not change the structure. These test well because they sound human.

Group A: Instant Response Templates

Template A1 · Universal instant response (any business, any time)

```
Hi, this is [YOUR NAME] with [BUSINESS]. I saw your call
and I could not get to the phone. Text me back what you
need and I will get you sorted in the next few minutes.
```

Template A2 · After-hours response Trigger with a time-of-day rule (e.g., after 6 PM or before 7 AM).

```
Hi, this is [YOUR NAME] with [BUSINESS]. We are closed
for the day. Text me what you need and I will get you
first thing in the morning. If it is an emergency, text
URGENT and I will call now.
```

Template A3 · Weekend response Trigger with a day-of-week rule (Saturday and Sunday).

Hi, this is [YOUR NAME] with [BUSINESS]. It is the weekend so I am with family. If it can wait until Monday, text me what you need and I will call first thing. If it is urgent, text URGENT and I will call today.

Template A4 · Holiday response Trigger with a specific-date rule.

Hi, this is [YOUR NAME] with [BUSINESS]. We are closed for [HOLIDAY]. Text me what you need and I will personally handle it the morning of [RETURN DATE]. Emergencies text URGENT.

Template A5 · Repeat missed call (same number 2+ times in 24 hours) Trigger when the same phone number has been logged as a missed call 2+ times in the last 24 hours.

Hey, I see this is your second call. That is on me. Text me what you need right now and I will drop what I am doing to get you handled.

Template A6 · Spam callback filter For inbound calls from numbers with no name and no local area code, do NOT auto-text. Route to voicemail silently. This preserves your Twilio/SMS spend and keeps your business number out of "reported as spam" databases.

Group B: Recovery Sequence Templates

Template B1 · 15-minute check-in (Touch 2)

Circling back so this does not fall through. I have [TIME SLOT A] and [TIME SLOT B] open. Which one works?

Template B2 · 2-hour re-engagement (Touch 3)

Hey, wanted to make sure you got my texts. Still happy to help with [WHAT THEY NEEDED]. What is the best time for you this week?

Template B3 · 24-hour email (Touch 4) See Part 3, Touch 4 for full email template.

Template B4 · 3-day final text (Touch 5)

Last check-in from me. If you found someone else for [SERVICE], no worries. If you are still looking, reply GO and I will personally hold you the next opening.

Group C: Rescue and Booking Templates

Template C1 · Confirm the ask Use as the first reply after they respond to your instant text.

Got it, sounds like you need [WHAT THEY SAID]. Just to be sure I have the right thing before I check my schedule.

Template C2 · Book the appointment (2 slots)

Good news, I can help. I have [DAY 1 AT TIME 1] or [DAY 2 AT TIME 2] open. Which one works better for you?

Template C3 · Book the appointment (single slot for urgent)

Great, I can be there today at [TIME]. That work? If so, just reply YES and I will head that way.

Template C4 · Confirmation text Send immediately after they pick a time.

Confirmed. See you [DAY] at [TIME] at [ADDRESS]. I will text you 30 minutes before I arrive. My cell is this number if anything changes.

Template C5 · Confirmation with calendar invite When you have their email.

Confirmed for [DAY] at [TIME]. Just sent a calendar invite to [EMAIL] with the address and my number. See you then.

Group D: Objection Handlers

Template D1 · "Just getting quotes"

Totally fair. What is the job? I will give you a straight number in the next 5 minutes so you have something real to compare.

Template D2 · "Not sure when"

No problem. Roughly this week, next week, or later this month? I can hold a slot without locking anything in.

Template D3 · "Can you just call me"

Absolutely. Best time to catch you today? I can call now or set a specific time so you are not stuck on hold.

Template D4 · "How much"

Depends on the specifics. Quickest way is I take a look [DAY 1 AT TIME 1] or [DAY 2 AT TIME 2] and give you a real number on-site. No obligation. Which works?

Template D5 · "I will get back to you"

Sounds good. I will follow up in a couple days. If anything changes and you want to jump the line, just text me the word GO.

Template D6 · "Do you take insurance / financing"

Great question. Yes we do. [ONE-LINE ANSWER]. Easiest way is I show you what applies to your job when I take a look. [DAY 1] or [DAY 2]?

Group E: Edge Case Templates

Template E1 · Wrong number / not the right service

Thanks for letting me know. Sorry for the extra text. Best of luck finding the right fit.

Template E2 • They booked with a competitor already

Understood. Thanks for closing the loop, that is rare and appreciated. If it does not work out, my number is here.

Template E3 • Emergency dispatch Auto-fire when they text URGENT to your after-hours line.

Got it. Calling you now from [YOUR CELL]. If I do not reach you in 5 minutes, call me back at that number.

Template E4 • Existing customer follow-up For missed calls from a number already in your CRM tagged as a customer.

Hey [FIRST NAME], I saw your call. Everything okay with [JOB REFERENCE]? Text me what you need and I will handle it today.

Part 5: GHL Setup Walkthrough

This is the GoHighLevel version of the setup. Every step maps to any other CRM. If you use HubSpot, OpenPhone, Podium, RingCentral, or a Zapier-glued stack, the concepts are identical, only the button names change.

Prerequisites

Before you build, confirm you have:

- A GoHighLevel sub-account with a Twilio number connected
- A "Missed Call" trigger available (native to GHL, no add-on needed)
- SMS forwarding to your mobile turned on (Settings → Phone Numbers → Advanced Settings)

Step 1. Create the workflow

1. Go to `Automation → Workflows`
2. Click `+ Create Workflow`
3. Name it: `Missed Call Recovery 5 Touch`
4. Choose `Start from Scratch`

Step 2. Add the trigger

1. Click `+ Add New Trigger`
2. Select `Call Status`
3. Configure:
 - **Trigger name:** `Missed Call`
 - **Call Status:** `Missed`
 - **Call Direction:** `Inbound`
4. Add a filter (optional but recommended):
 - **Contact Timezone Business Hours:** `In Business Hours` (this branches the after-hours version)
5. Save.

Step 3. Add the instant text (Touch 1)

1. Click `+` after the trigger
2. Select `Send SMS`
3. Configure:
 - **From:** your business Twilio number
 - **To:** `{{contact.phone}}`
 - **Message:** paste Template A1 (or A2 for after-hours branch)
4. Save.

Step 4. Add the 15-minute check-in (Touch 2)

1. Click `+` after Touch 1
2. Add `Wait` → `15 minutes`
3. Add `If/Else` condition:
 - **Condition:** `Contact has responded to the last SMS = True`
 - **AND** `Last outbound message age > 15 minutes` (so it does not fire while you are actively texting)
4. On `True` branch, add `Send SMS` with Template B1.
5. On `False` branch, do nothing (they haven't engaged, wait for Touch 3).

Step 5. Add the 2-hour re-engagement (Touch 3)

1. Click `+` after the If/Else in Step 4
2. Add `Wait` → `1 hour 45 minutes` (total elapsed = 2 hours from Touch 1)

3. Add **If/Else** :

- **Condition:** `Contact has responded = True AND Appointment booked in last 2 hours = False`

4. On **True** branch, **Send SMS** with Template B2.

5. On **False** branch, do nothing.

Step 6. Add the 24-hour email (Touch 4)

1. Add **Wait** → **22 hours** (total elapsed = 24 hours)

2. Add **If/Else** :

- **Condition:** `Contact email exists = True AND Appointment booked = False`

3. On **True** , **Send Email** with Template B3 body and one of the three subject lines.

Step 7. Add the 3-day final text (Touch 5)

1. Add **Wait** → **2 days**

2. Add **If/Else** :

- **Condition:** `Appointment booked = False AND Opportunity stage ≠ Closed Lost`

3. On **True** , **Send SMS** with Template B4.

Step 8. Tag and route

1. After Touch 5, add **Add Contact Tag** → `missed-call-recovery-sequence-completed`

2. Add **Add to Workflow** → your general nurture workflow.

3. If at any point they book an appointment, add a **Goal Event** at the top of the workflow:

- **Goal:** `Appointment Booked`
- **Action:** `Remove from workflow` and `Add tag: recovered-missed-call`

Step 9. Test the whole thing

1. Publish the workflow.
2. Call your own business line from your personal phone.
3. Let it ring to voicemail.
4. Confirm the text arrives within 60 seconds.
5. Reply to the text. Confirm it lands on your phone with a notification.
6. Wait 15 minutes without replying to yourself. Confirm Touch 2 fires.

If any step fails, fix it before you go live. Do not ship a broken workflow. It is worse than no workflow because the customer sees the failure.

Step 10. Monitor for one week

1. Every morning, open the workflow's `Enrollment History` .
2. Look at every contact who entered. Confirm they got the right sequence.
3. Adjust timing or copy based on what you see for the first 7 days. After that, leave it alone.

Part 6: AI Companion Prompt Pack (10 Prompts)

Every template in this kit is written universal so it works across industries. If you want templates that sound native to YOUR business, feed these prompts into any AI model (ChatGPT, Claude, Gemini) with the template you want customized.

Save these to a Notes app or Notion. You will use them for every variant.

Prompt 1. Industry rewrite

Rewrite the following missed-call text so it sounds native to a [INDUSTRY]. Keep the sentence structure identical. Do not add "office hours" or "we apologize." Keep it under 30 words. Keep the first-person "I" not "we."

Original:

[PASTE TEMPLATE]

Prompt 2. Regional / voice adjustment

Rewrite this text to sound like a [REGION, e.g., "small town Southern"] business owner would say it in person. No slang that sounds forced. Keep it professional but warm. Keep the same call to action at the end.

Original:

[PASTE TEMPLATE]

Prompt 3. Time-slot variants

Give me 5 variants of the "book the appointment" template with different time-slot pairs realistic for a [INDUSTRY] that operates [DAYS/HOURS]. Use natural language like "tomorrow morning" or "Thursday around 3" rather than formal timestamps when appropriate.

Base template:
[PASTE TEMPLATE C2]

Prompt 4. Objection handler expansion

Given the missed-call sequence for [INDUSTRY], generate 5 additional objection-handler templates for objections we haven't covered. Each should be under 30 words, keep the door open, and end with a specific ask.

Existing handlers (do not duplicate):

- Just getting quotes
- Not sure when
- Can you just call me
- How much
- I will get back to you

Prompt 5. Emergency triage variant

Write a missed-call auto-text for a [INDUSTRY] where a percentage of calls are true emergencies (e.g., water leak, medical, animal in distress). It needs to:

1. Acknowledge the call
2. Give a clear "text URGENT" path for real emergencies
3. Give a clear path for non-urgent
4. Not sound cold to someone in crisis

Keep under 40 words.

Prompt 6. Multi-language variant

Translate the following missed-call text into [LANGUAGE] for a bilingual customer base. Keep the tone conversational and first-person, not formal-business Spanish/etc. Include a note if any phrase does not translate cleanly.

Original:

[PASTE TEMPLATE A1]

Prompt 7. Voice-to-text friendly variant

Rewrite this text so it works if a customer replies using voice-to-text (which produces run-on, unpunctuated messages). The confirmation reply should be structured to accept messy input and still book the appointment.

Base template:

[PASTE TEMPLATE C1]

Prompt 8. B2B adaptation

The current sequence is written for B2C service businesses (homeowners, individuals). Adapt all 5 touches for a B2B context where the caller is a facilities manager or office admin calling on behalf of a business. Adjust timing (B2B buyers take longer to respond) and tone (slightly more formal, less first-name).

Existing sequence to adapt:

[PASTE TOUCHES 1-5]

Prompt 9. High-ticket adaptation

Adapt this sequence for a business where the average sale is \$[AMOUNT] and the buyer needs 2-3 conversations before booking. The instant text should NOT try to book right away. It should qualify and set a phone call. Keep the voice and length rules identical.

Existing sequence:
[PASTE TOUCHES 1-5]

Prompt 10. Copy audit

Audit the following missed-call text against these rules:

1. Under 30 words
2. First-person "I" not "we"
3. No em-dashes
4. No "unlock," "empower," "leverage," "we apologize," "office hours"
5. Ends with a specific ask, not a statement
6. Sounds like a text a friend would send, not an auto-reply

Score 1-10 on each rule. Rewrite to hit 10/10.

Text to audit:
[PASTE ANY TEMPLATE]

How to use the pack: Run every template through Prompt 10 first. Fix it if it scores under 9 on any rule. Then run Prompts 1 and 2 to make it sound native. Save the winners in a doc. Ship those.

Part 7: Metrics That Matter

You cannot fix what you do not measure. But you cannot measure what you do not name. Here are the five numbers that tell you whether the system is working.

Metric 1. Response Rate

Definition: Percentage of missed-call texts (Touch 1) that receive any reply from the customer.

Response rate = (missed-call texts that got a reply) / (missed-call texts sent) × 100

Benchmark: 30 to 50 percent is healthy for local service. Below 20 percent means your Touch 1 copy sounds like spam or your number is being reported. Above 60 percent is unusual and worth investigating (are you getting a lot of spam callers who reply "wrong number"?).

Where it comes from: Your CRM's SMS log. In GHL, filter conversations by workflow enrollment.

How often to check: Weekly.

Metric 2. Recovery Rate

Definition: Percentage of missed calls that end in a booked appointment.

```
Recovery rate = (appointments booked from missed calls) / (total missed calls) × 100
```

Benchmark: 15 to 25 percent is healthy. If you were previously missing 20 calls a month and now recovering 4 of them, that's a working system.

Where it comes from: Tag every appointment booked out of the sequence with `recovered-missed-call`. Count those weekly. Divide by total missed calls in the same window.

How often to check: Weekly.

Metric 3. Close Rate on Recovered

Definition: Percentage of recovered appointments that turn into paying customers.

```
Close rate on recovered = (recovered appointments that closed) / (recovered appointments) × 100
```

Benchmark: Should be within 20 percent of your normal close rate. If your normal close rate on inbound calls is 40 percent, recovered leads should close at 30-40 percent. If they close much lower, the recovery is bringing in tire-kickers. If they close higher, you had leads walking away that you didn't know existed.

Where it comes from: Your normal opportunity/pipeline tracking, filtered by the `recovered-missed-call` tag.

How often to check: Monthly.

Metric 4. Average Time to Recovery

Definition: Median minutes between the missed call and the first customer reply.

```
Time to recovery = median(reply_timestamp - missed_call_timestamp)
```

Benchmark: Under 60 minutes is healthy. Under 15 minutes is exceptional. Over 120 minutes means the sequence timing needs to move earlier or the copy needs to punch harder.

Where it comes from: SMS log timestamps. Most CRMs have this as a native report.

How often to check: Monthly. Median, not average. One bad day where the phone died for 6 hours will destroy your average.

Metric 5. Spam / Wrong Number Rate

Definition: Percentage of missed calls that were not actually leads (spam callers, wrong numbers, existing customers with unrelated questions).

```
Spam rate = (missed calls tagged spam or wrong-number) / (total missed calls) × 100
```

Benchmark: Under 30 percent is healthy. Over 50 percent means your number is being scraped or you have a call-source problem worth investigating. If your spam rate is high, the recovery rate metric is misleading because the denominator is inflated.

Where it comes from: You need to tag missed calls as `spam` or `wrong-number` as they come in. This is a 5-second-per-call ask of whoever monitors your inbox.

How often to check: Monthly.

The one dashboard

You do not need a fancy analytics tool. You need one Google Sheet with these five columns:

Week Response Rate Recovery Rate Close on Recovered Median Time Spam Rate

Log it every Monday morning. Total time: 3 minutes. Do this for 8 weeks and you will know exactly what your missed-call system is worth in dollars.

Part 8: Common Mistakes

Five mistakes that kill this system. Every one of them is fixable in the copy or the workflow. Do not make these.

Mistake 1. Sounding like a spam bot

The most common failure. Owners write their own auto-text and it comes out:

```
"Thank you for calling ABC Plumbing. We are currently unavailable. Our office hours are Monday through Friday, 9 AM to 5 PM. Please leave a detailed voicemail and a member of our team will return your call within 24 to 48 business hours."
```

That text tells the customer three things: you are a corporation, you do not care about their time, and you will not be there when they need you. They call your competitor before the third sentence ends.

Fix: Use the templates in Part 4 verbatim. First-person "I." Their name (if you have it). Your name. A specific ask. Under 30 words.

Mistake 2. Routing replies to email

The reply to your instant text is a hot lead in real time. If it lands in an email inbox you check at 5 PM, the game is over. They already called the next guy.

Fix: Route SMS replies to your mobile phone with push notifications turned on. Not email. Not a Slack channel that nobody watches. Your phone. Set a unique notification sound so you know it is a lead the moment it hits.

Mistake 3. Trying to book before you diagnose

The customer texts: "My AC is out." You reply: "Great, I can be there Tuesday at 10 AM or Wednesday at 2 PM."

Wrong. They do not know if you are qualified for their specific problem yet. They do not know if you're insured, licensed, or expensive. Jumping straight to the calendar feels salesy.

Fix: Touch 1 is diagnose. "Got it, sounds like your AC is out. Is it not running at all, or blowing warm air?" That's a doctor's question. Now they trust you. Then you book.

Mistake 4. Never removing them from the sequence

Customer replies "handled" or "went with someone else." Two days later, your workflow fires Touch 5: "Last check-in from me..."

Now you look like the automated pest they thought you weren't. They report your number as spam. Your deliverability tanks for every future lead.

Fix: Every workflow needs an EXIT criterion. In GHL, set a Goal at the top: `Opportunity stage = Closed Lost` or `Contact tag = handled`. When that fires, they exit the workflow instantly. Test it.

Mistake 5. Trying to close the sale over text

Text is for BOOKING. The appointment or the call is for CLOSING. Owners try to quote, negotiate, and hard-close over SMS. They lose deals they would have won on the phone.

Fix: Every text closes with an ask that moves the conversation to the next channel. "Which time works?" or "Want me to call you now?" not "Our price is \$X, does that work?" Price and negotiation happen live, not in a text thread.

Part 9: Proof

Real install: Dusty Paws K9

Dusty Paws K9 (Wilmington, NC) installed the BFM 5-touch missed-call sequence as part of their May 2026 onboarding. Their previous setup was a standard voicemail with no follow-up.

Baseline (30 days pre-install):

- 47 inbound calls
- 18 missed calls (38% miss rate)
- 0 recovered appointments (no recovery system in place)
- Estimated missed revenue at \$650 average job: ~\$4,000

First 30 days post-install:

- 51 inbound calls
- 19 missed calls (37% miss rate, unchanged)
- 6 recovered appointments (32% recovery rate on missed calls)
- Actual recovered revenue: \$4,590
- Kit + install cost: \$0 (bundled in BFM package, but at \$27 kit price, ROI = 170x in month one)

Dusty Paws case is public in the BFM </case-studies/dusty-paws-k9> page.

Composite: three service business installs

Composite of three BFM install clients (plumbing, HVAC, mobile detail) during the first 90 days post-install, 2026. All numbers are actual, but averaged across the three to protect competitive positioning.

- Average pre-install recovery rate: 0%
- Average post-install recovery rate: 22%
- Average recovered revenue per month: \$2,100
- Average time-to-response median (post-install): 8 minutes
- Reported customer quote (paraphrased with permission): "I stopped feeling like I was chasing my phone. The system chases for me. I just answer when someone actually wants to talk."

Labeled composite. Not a fabricated testimonial. Not a stock photo of a stranger with a fake name.

Part 10: Next Steps

You have the whole system. Templates, sequence, GHL build, AI prompts, metrics, mistakes, proof. You do not need anything else to run this.

Before you close this file, do ONE thing. Not five things. One.

Turn on missed-call auto-response with Template A1 loaded.

That's Part 1. Fifteen minutes. If you do nothing else this week, do that.

Then, this weekend:

- Saturday morning: Read Part 3 (the 5-touch sequence). Highlight what fits your business.
- Saturday afternoon: Build Part 5 (the GHL workflow). Test it end to end.
- Sunday: Customize templates using Part 6 (the AI prompts).
- Monday morning: Open the Google Sheet from Part 7. Log week zero.

By next Friday, you will have a working system that has already earned back the \$27 you paid for this kit multiple times over.

Appendix: For readers who want the "install this for me" option

Some readers finish this playbook and go build it. Others read it, appreciate it, and decide they'd rather have someone else install it and connect it to the rest of their bucket.

If you're in the second group: Black Flag Media installs this system, plus the six other holes most owners are losing money to, as part of a full BFM engagement.

Book a free 30-minute Clarity Call at [/plan](#). You will leave with a written diagnosis of your bucket. Whether you hire us or not.

No pitch. No pressure. Just the plan.

Black Flag Media · This is what a Tight Bucket looks like.

Source citations:

- Oldroyd, J., McElheran, K., & Elkington, D. (2011). "The Short Life of Online Sales Leads." *Harvard Business Review*, March 2011.
- BIA/Kelsey (2014). "Small Business Digital Marketing" report, cited via Invoca industry benchmarks.
- Salesforce (2022). "State of the Connected Customer," 5th Edition.

- *Forrester Research (multiple years). First-responder-wins framing.*
- *Dusty Paws K9 (2026). Case study, published at [bfm-anti-guru-pivot / /case-studies/dusty-paws-k9](#).*

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