

The First 60 Seconds Rule

Response time is the single highest-leverage variable in lead conversion

BOOKING PROBABILITY BY RESPONSE TIME

Response Window	Probability Range	Status
0–5 minutes	High (70%+)	 Peak intent
5–15 minutes	Strong (55–70%)	 Very good
15–30 minutes	Moderate (40–55%)	 Cooling
30–60 minutes	Lower (25–40%)	 At risk
1–4 hours	Low (15–25%)	 Danger zone
4+ hours	Very low (3–15%)	 Near-lost

⚡ THE RULE

Every new lead gets a first response within **10 minutes** during business hours. Set up the auto-response (Template W-01) as a fallback — it buys time without burning trust.

THE OPERATING STANDARD

- 1

During business hours

Reply to every new lead within 10 minutes. One person owns this.
- 2

Start of day

Clear all overnight messages before the first client arrives.
- 3

After hours

Auto-response sets expectation for next-morning reply. Turn off read receipts.