



PAINT MOMENTUM

THE PAINTER'S LEAD FOLLOW-UP CHEAT SHEET

Simple scripts for the opportunities that should not be forgotten

FOLLOW-UP IS NOT CHASING

Good follow-up gives a real prospect a chance to ask questions, clarify timing, and make a decision.

THE BASIC CADENCE

- ☐ DAY 0: Respond and confirm the next step.
- ☐ DAY 1–2: Ask whether they have questions.
- ☐ DAY 4–5: Check timeline and next step.
- ☐ DAY 7: Follow up with a helpful reason to respond.
- ☐ DAY 14: Make one final active follow-up.
- ☐ 30–90 DAYS: Revisit appropriate older opportunities.

READY-TO-USE SCRIPTS

NEW LEAD

Hi [Name], thanks for reaching out! I wanted to make sure we got your project details. Do you already have a timeline in mind for the project?

MISSED CALL

Hi [Name], this is [Company]. Sorry we missed your call. We'd be happy to help with your painting project. What's the best time to reach you?

ESTIMATE FOLLOW-UP

Hi [Name], just checking in on the estimate we sent over. I wanted to see if you had any questions or if you have a timeline in mind for the project.

NO RESPONSE

Hi [Name], just wanted to follow up one more time regarding your painting project. If the timing has changed, no problem at all. Just let us know where things stand.

OLD ESTIMATE

Hi [Name], we were looking back at projects we quoted previously and wanted to check whether your painting project is still on your list. If the timing changed, no problem. We'd just love to know where things stand.

PAST CUSTOMER

Hi [Name]! It's been a while since we worked on your home, so we wanted to check in. If you're thinking about freshening up any spaces this year, we'd be happy to take a look.

REFERRAL ASK

We're always grateful when past customers send someone our way. If you know a homeowner who has a painting project coming up, we'd be happy to help them.

RECORD EVERY OUTCOME

- ☐ Who was contacted
- ☐ Date and method
- ☐ What they said
- ☐ Timeline
- ☐ Next step
- ☐ Next follow-up date

THE RULE

If it is not recorded and there is no next step, the opportunity can easily disappear.