

Speed to Lead Poll and Reply

Watch for new form fills and answer each one within about 30 seconds by SMS and email, personalized from what the person actually wrote.

01 When to use this

Use this when a business already buys leads and answers them slowly. It is the biggest money lever in the course. If the client spends on ads and takes ten minutes to respond, build this before you build anything else.

02 The prompt

Build me a speed to lead routine.

Trigger: new **<FORM_NAME>** submissions. Preferred trigger is a webhook fired by the form. If that is not available, poll **<MAILBOX_OR_INBOX>** every 60 seconds for new submission emails.

On each new submission:

1. Dedupe against submissions you have already handled. Keep a record of processed submissions so nothing is answered twice.
2. Extract these fields: first name, phone, email, and the free-text field **<FREE_TEXT_FIELD_NAME>**.
3. Write one fuzzy variable, `shortParaphraseOfTheirRequest`, about 8 words, second person, that completes the sentence "I know ___." It must paraphrase what they actually wrote, not restate the form.
4. Wait about 30 seconds from the moment the submission arrived. Do not reply instantly.
5. Send this SMS from **<SENDING_NUMBER>**:

"Hi {{first_name}}, just got your request. I know {{shortParaphraseOfTheirRequest}}. Calling you in the next 5 mins to sort this out. - **<SENDER_NAME>**"

6. Send the matching email from **<SENDING_ADDRESS>** using **<EMAIL_TEMPLATE>**.

Hard constraints:

- The SMS must be under 160 characters after the variables are filled. Budget for a long first name and a long paraphrase. If the filled message would exceed 160 characters, shorten the paraphrase, never the rest of the copy.
- No em dashes. Casual and human, not corporate.
- Log every send: timestamp in, timestamp out, and the message body.

Before you build, tell me which parts of this you can actually do with my current connectors and which need something provisioned.

03 What it is actually doing

A lead is money you already paid for. The person's interest starts decaying the second they hit submit. Ten minutes later they have moved on, or a competitor called first. That is the whole problem.

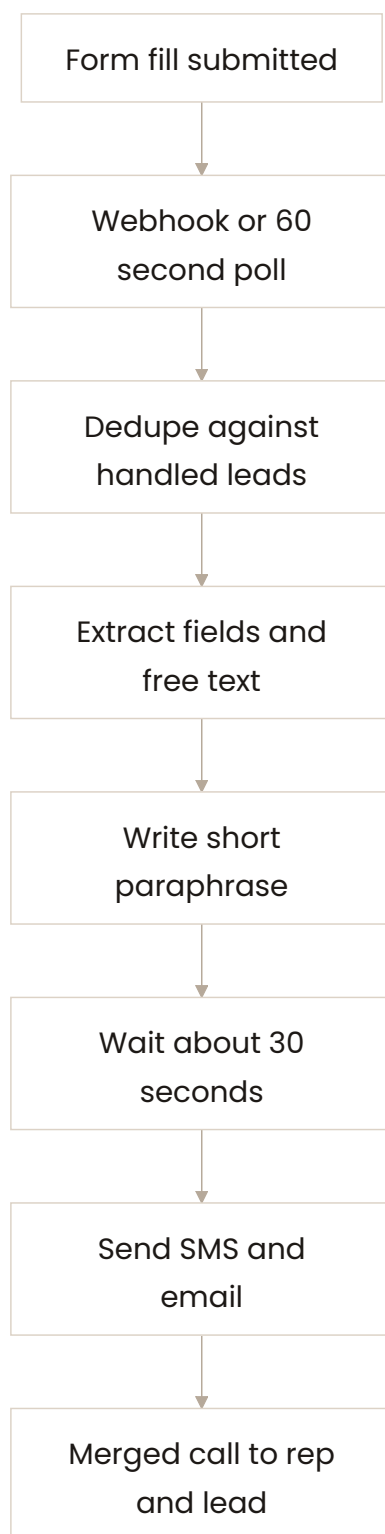
So the routine sits and watches. Either the form fires a webhook, which is better, or Claude checks the mailbox every 60 seconds. When something new lands, it pulls out the name, the phone, and the free-text field where the person described their problem in their own words. That free-text field is the entire personalization fuel, which is why you make it a required field on the form.

Then it writes one short paraphrase and drops it into a message you already wrote. Same fuzzy variable technique as the newsletter build. The human writes the frame, the AI writes eight words.

The strange rule is the delay. Replying in five seconds reads as fake and people treat it as spam. So you deliberately slow it down to about thirty seconds and allow a little imperfection. Fast enough to win the lead, human enough to be believed.

Nick's claimed result for a home services company: about 3 million a month up to about 9 million a month, 300 percent growth, from speed to lead alone.

04 How it flows



05 Step by step

01 **Make the free-text field mandatory**

Add anything we should know about your project as a required field on the form. Without it you have nothing to personalize on and the message reverts to generic.

02 **Prefer a webhook over polling**

If the form can call your routine when it posts, use that. There is a real event to hang off, so you get lower latency and no wasted runs.

03 **Build the dedupe record first**

Store which submissions you have handled. Polling will show you the same email again, and texting a lead twice in one minute is worse than being slow.

04 **Budget the 160 characters**

SMS has a hard 160 character limit. Count the worst case with a long name and a long paraphrase, or the message splits and looks broken.

05 **Add the realism delay**

Wait about 30 seconds instead of firing instantly, and allow slight imperfection in the copy. A perfect five second reply reads as a bot.

06 **Solve the sending path for email**

The Gmail connector exposes draft and update tools but cannot send. Sending needs your own OAuth client against the Gmail API. Claude will scaffold it and walk you through the setup.

07

Start SMS registration early

SMS needs a provisioned number, and A2P or 10DLC registration takes roughly 2 to 14 days and can be rejected. Kick it off on day one, not on launch day.

08

Add the merged call last

A third number dials the rep and the lead at the same time and the first pickup joins, so the prospect never hears dead air. Highest impact piece, add it once SMS and email are stable.

06 Words explained

Speed to lead

How fast you respond after someone shows interest. Often shortened to S2L. Measured in seconds, not hours.

Polling

Checking for something new on a fixed timer, like looking at the mailbox every 60 seconds. Simple, but wasteful and slower than a webhook.

Webhook

The other system calls you the instant something happens, instead of you asking over and over. Better whenever a real event exists.

Dedupe

Making sure the same submission is only handled once, even if you see it several times.

A2P 10DLC

The registration that lets a business send text messages from a normal ten digit number in the US. It takes days and can be rejected.

Merged call

A third number dials your rep and the lead at the same time. Whoever picks up first waits a moment for the other, so nobody hears silence.

07 Watch out for

- If the free-text form field is optional, most people skip it and your personalization dies at the source.
 - The Gmail connector cannot send. It only drafts and updates. Plan for your own OAuth client from the start.
 - SMS spills past 160 characters the first time a long name meets a long paraphrase. Test the worst case, not the average.
 - Replying in five seconds reads as fake. Slow it down on purpose to about 30 seconds.
 - A2P and 10DLC registration takes 2 to 14 days and can be rejected, so it is the item most likely to delay your launch.
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08 How it connects

Newsletter Fuzzy Variable Enrichment

The SMS uses the same fuzzy variable technique. One AI-written slot inside a human-written message.

Follow-Up Cadence SOP

Speed to lead catches the person at the top of the moment, follow-up catches everyone who did not convert. Stacked, they multiply.

Self-Healing and Error Logging Clauses

A routine that fires every 60 seconds fails silently by default. It needs an errors channel more than any other build in the course.

Speed to Lead System

The framework note holding the full chain, the realism constraint, and the claimed 300 percent growth case.

Credit. Framework and approach by Nick Saraev, from the speed to lead build in his Zero to One course on Claude Code for marketing. Written up for the Kape vault by BrewedOps.