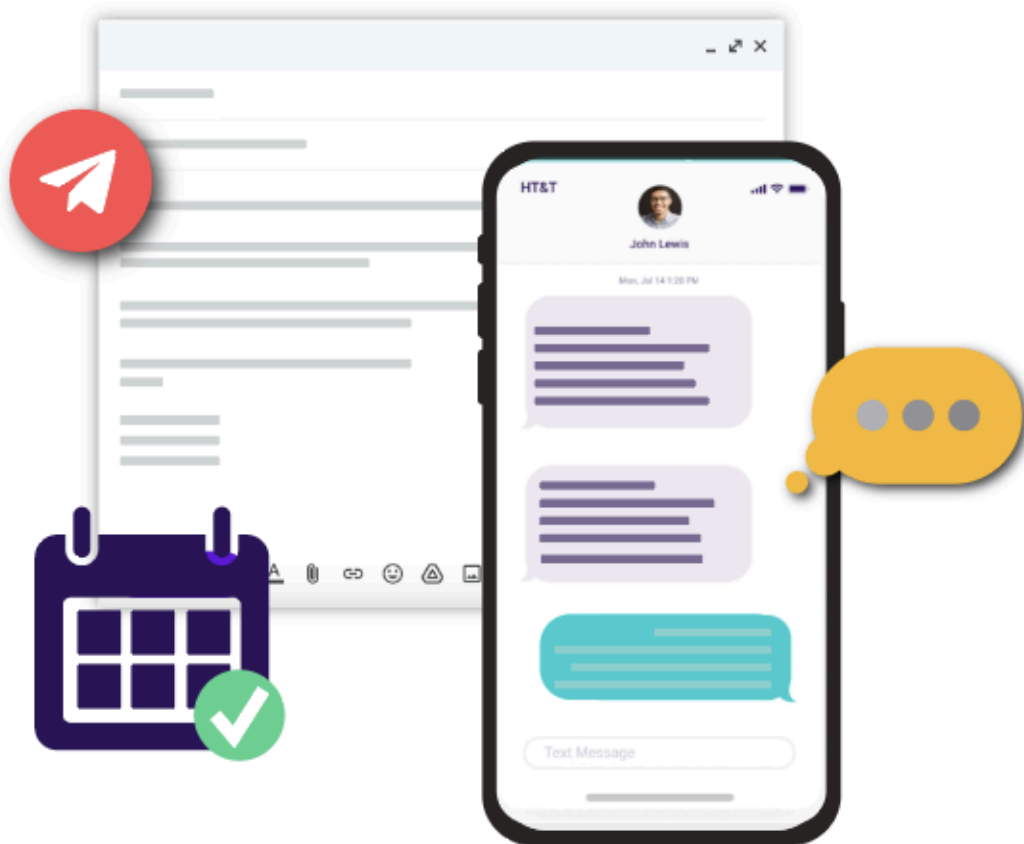


54 Lead Outreach Templates for Home Service Businesses

To increase response and set rates



Introduction

For home service businesses, there are two things that are crucial for turning inquiries and leads into appointments: The speed at which you respond to them and the messaging you use when you do.

We cover the speed part in our [10 ways to increase your speed to lead](#), and we are covering the messaging part in this guide. It's got over 50 lead outreach templates you can use for text and email to improve your set rates and get higher returns on your lead spend.

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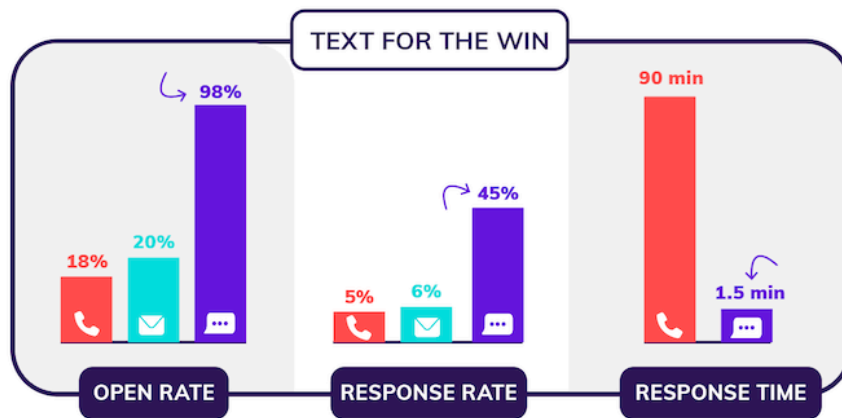
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Tips on reaching out to leads

Before we dive into the templates, let's review some important tips.









Use text

First and foremost, if you're not using text as your primary communication channel, then there's a good chance you're having a hard time [getting leads to respond](#). With the highest open and response rates, [text is the preferred channel](#) among customers today.



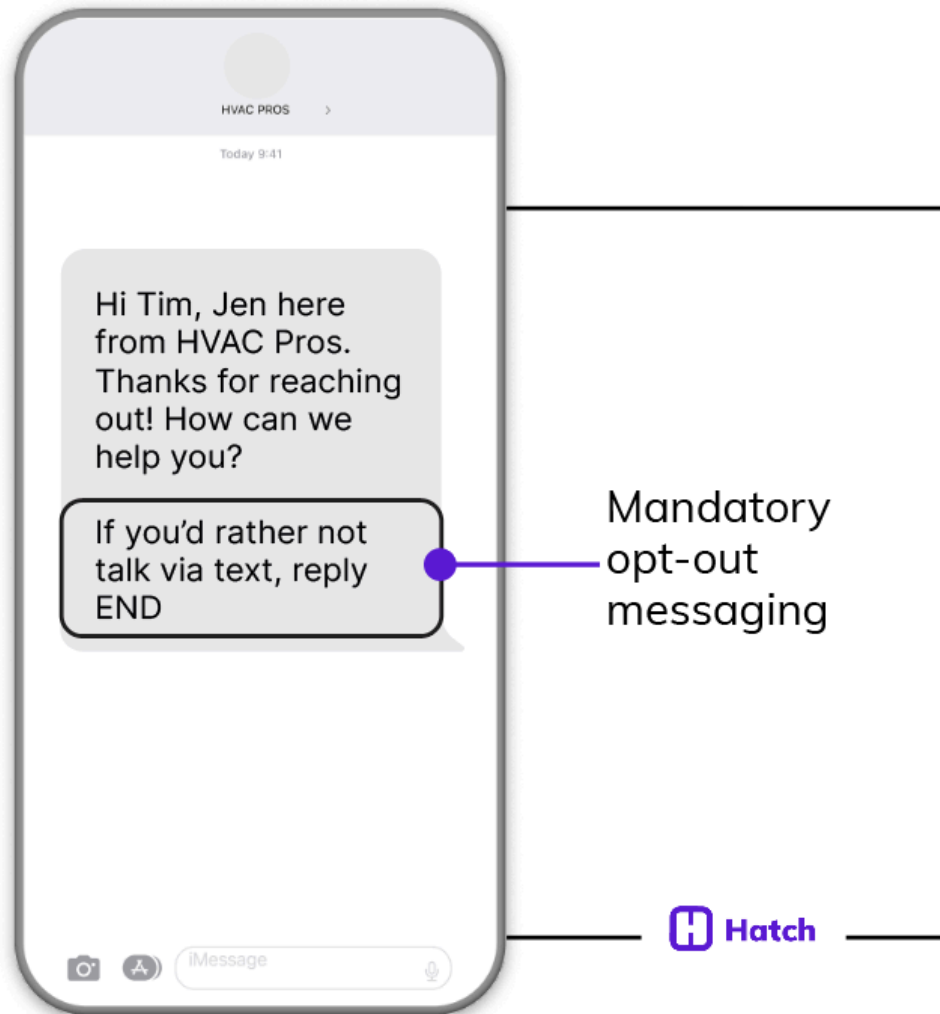
Reach out more than once

Second, if you're only reaching out once, you may as well not be reaching out at all. Leads can take up to [eight](#) outreaches before they respond. That's why we have divided the templates into first messages and subsequent messages. You can mix and match them to build a sequence of messages that keeps reaching out until you get a response.

Example Lead Outreach Sequence				
Day 1	Day 2	Day 3	Day 4	Day 5
			Pause	
				
				

Include an opt-out instruction in your first message

Third, as a part of 10DLC and TCPA compliance, the first text for any campaign must contain an opt-out message. Learn more about that in our [guide to business texting](#).



You'll see that we use the verbiage "If you'd rather not talk over text, reply END." You can use the standard "Reply STOP to unsubscribe," but we chose the former verbiage because you're using text to have one-on-one conversations with homeowners, and the latter has a very impersonal e-commerce feel to it.

Prompts Advanced

- Ask for their full address
- Find out their type of home
- Ask how many windows or doors
- Ask when they are available for an estimate

Add new prompt



1,539

CONVERSATIONS
HANDLED

5 sec

RESPONSE TIME

122+

HOURS SAVED

HATCH ASSISTANT

AI agents that text with your leads

Through authentic conversations, your bot moves leads through your funnel while saving you time. They can:

- Qualify and route leads
- Set appointments
- Follow up on quotes
- Answer questions about your business

[LEARN MORE](#)



Reduce costs

No more wasted time, missed opportunities, or agent turnover



Increase revenue

Higher response, set, and close rates



Stay in control

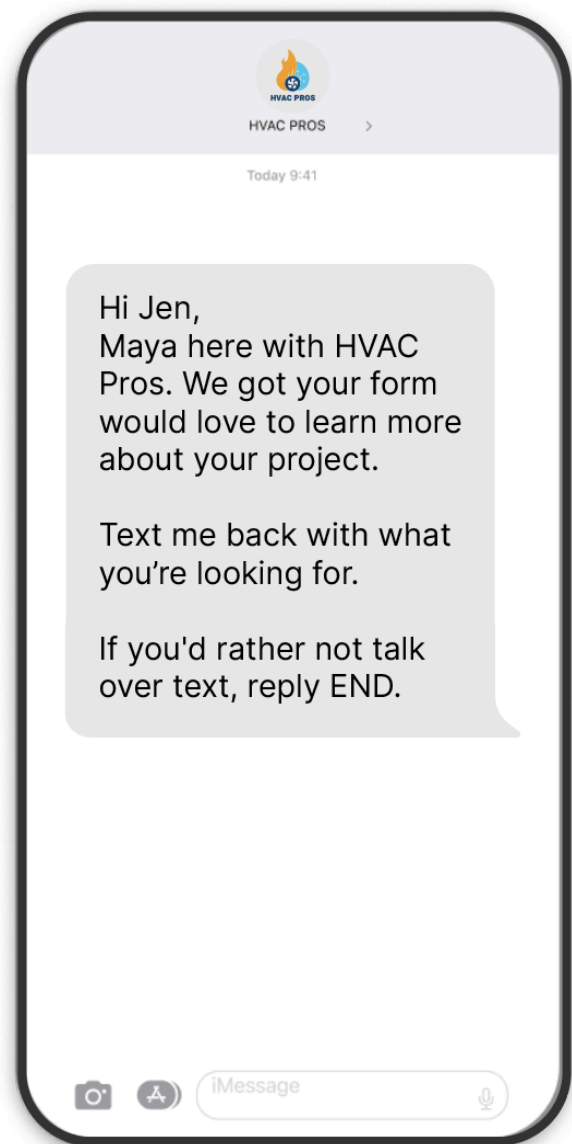
Customize your bots, take over at any time, monitor performance.

Lead outreach templates: First message

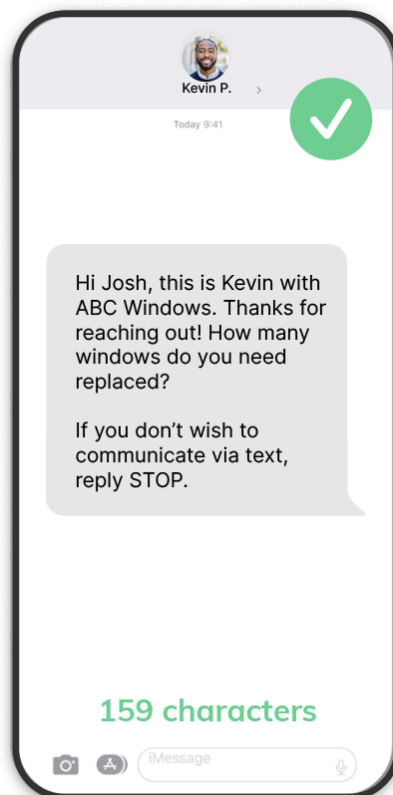
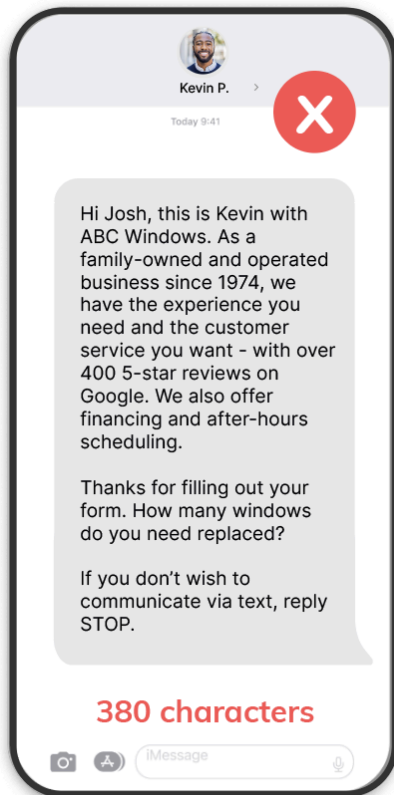
As we covered earlier, your outreach campaign should continue for several days until you get a response. Here are templates you can use for that first message. As a reminder, the first message in any campaign must include an opt-out option.

Texts

- [Name], it's [Name] with [Company]. I got your information from the form you submitted. Please let us know what services you are looking to have done. If you'd rather not talk over text, reply END.
- [Name], it's [Name] with [Company]. I got your information from the form you submitted through [Lead source]. Text me back with what you are looking for! If you'd rather not talk over text, reply END.
- Hello, this is the Client Services Team at [Company] - the nation's most trusted [bath remodeler]. We've received your inquiry and would love to learn more about your project and get you scheduled for a free in-home consultation. What day/time works best to chat? If you'd rather not talk over text, reply END.
- Hello, this is the Client Services Team at [Company] - [Area]'s top [service] provider. We recently received your inquiry from your local store. We would love to learn more about your [bathroom] project and get you scheduled for a free in-home consultation. What day/time works best to chat? If you'd rather not talk over text, reply END.



- Hi [Name], it's [Name] with [Company]. I got your information from the form you submitted about a [product/service]. We provide [value prop] and I can answer your questions without having to set an in-home appointment! When is a good time for us to chat? If you'd rather not talk over text, reply END.
- Hi [Name], it's [Name] with [Company]. I understand you're looking to [achieve x goal]. We would love to tell you about our special [summer] promotions! Call [Number] now and mention code [CODE] to receive [\$50 off] your purchase. Reply STOP to opt out.
- Hi [Name], this is [Name] with [Company]. We got your inquiry regarding [product/service]. When is a good time for us to chat and get you set up? If you'd rather not talk over text, reply END.
- [Name], it's [Name] with [Company]. I got your information from the form you submitted. Text me back with what you are looking for! If you'd rather not talk over text, reply END.
- [Name], this is [Company]. We received your information from [lead source] and will be calling soon. Can't wait? Call us at [Number]. Learn More at [website]. Reply END to stop texts.



Pro tip:
Too much information will burden your leads. Keep your texts short!

Emails









- **Subject line: Thanks for inquiring with [Company]**
Hi [Name], I got your information from the form you submitted online. I'd love to learn more about your request or get you scheduled for an appointment. Please email me back the details! Talk soon, [Signature]
 - **Subject line: Thanks for inquiring with [Company]**
Hi [Name], it's [Name] with [Company]. I got your information from the form you submitted. When is a good time for us to chat? Let me know, [Signature]
 - **Subject line: Thanks for contacting [Company]**
Hi [Name], I got your information from the form that you submitted online. I'd love to learn more about your request or get you scheduled for an appointment. What day/time works best to briefly chat? Talk soon, [Signature]
 - **Subject line: Thanks for inquiring with [Company]**
Hi [Name], I got your information from the form you submitted online. I'd love to learn more about your request. Please let us know what services you are looking to have done. Talk soon, [Signature]
 - **Subject line: Thanks for inquiring with [Company]**
Hi [Name], Thanks for your interest in a [service] quote. We'd love to schedule a consultation and go over our promotions for homeowners in your area. When is a good time for one of our [specialists] to contact you?
You can also call us at [number]. Mention code [CODE] to receive [\$50 off] your purchase! Kind regards, [Signature]
 - **Subject line: Thanks for inquiring with [Company]**
Hi [Name], This is [Company], [Location]'s top [service] provider. We received your inquiry and would love to learn more about your project and get you scheduled for a free in-home consultation. What day/time works best to chat?
We look forward to hearing from you!
Your dedicated [Company] Client Services Team
 - **Subject line: Thanks for inquiring with [Company]**
[Name], We received your information from [Angi] and will be calling soon to get more details on your project. Don't want to wait? Call or text us at [number], or learn more at [site]. Talk soon! [Signature]
-

Pro tip:

End your message with a question, request, or call to action, as this invites a response from the reader.

Lead outreach templates after no response

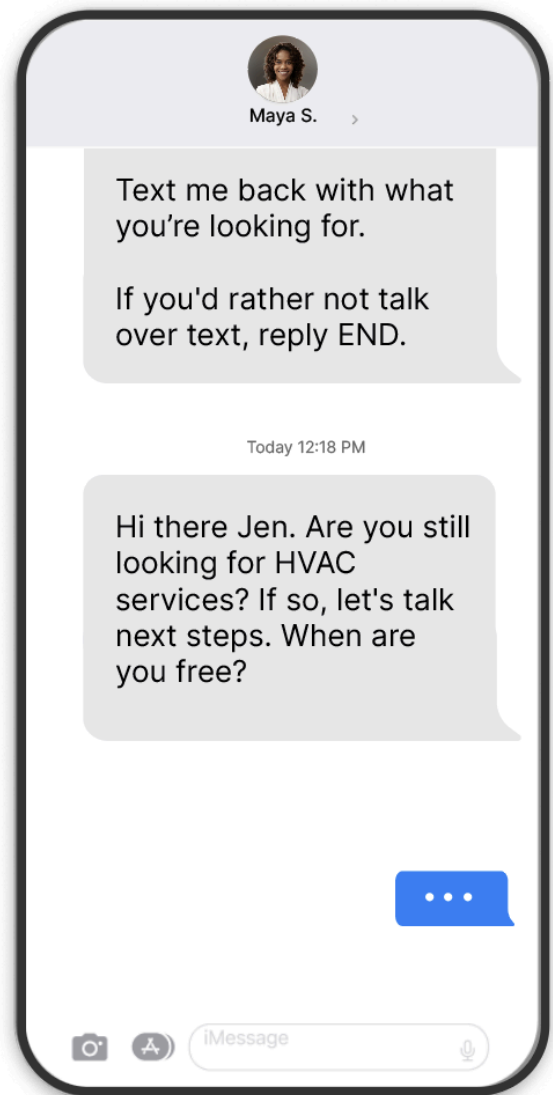
Use these templates to continue reaching out, in the days that follow, until you get a response.

Example Lead Outreach Sequence				
Day 1	Day 2	Day 3	Day 4	Day 5
				
			Pause	
				

Texts

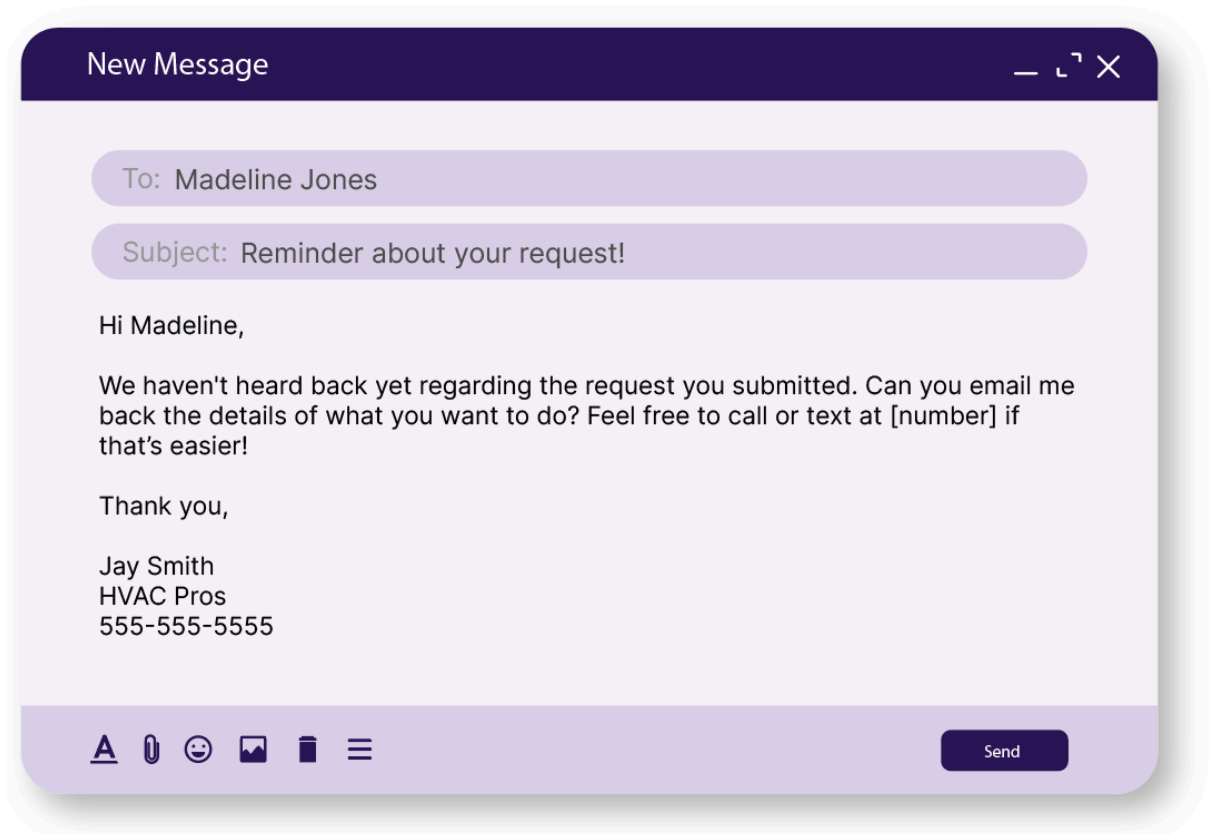
- Hi [Name]. I haven't heard back from you since you submitted your form. Text me back with the details, I'm happy to help!
- Hi [Name]. Following up on your request. Please tell us more about the services you are looking to have done.
- Hi there [Name]. Are you still looking to get work done? If so, let's talk next steps. When are you free?
- Hi [Name]. Are you still looking to get work done? Text me back with details, I would love to help.
- Hi again [Name]. Do you have any questions for me regarding your project? I'm happy to get you scheduled for a call or appointment.
- Hi [Name], we haven't been able to connect regarding your [service request]. We're a 5-star company on [platform]. Anything on your mind? Call us at [number] or text back with what you're looking for and we'll get you taken care of!
- Hi [Name], Are you still looking to [get X project done]? If so, let's talk next steps. We are a 5-star company with the best prices in the industry. We were even named [mention award]. Shoot me a text with your availability or you can call in yourself at [number].

- Hi [Name], we would be happy to help you with your [service] needs. We maintain 5-star ratings on Google and more. Do you have any questions on how to get started?
- Hi again. I'm an account Specialist over at [Company]. Do you have any questions for me regarding your [request]? We're running a [special promo] right now. To lock in these rates, message me back or call [number] and mention promo code [CODE].
- Hi [Name], just following up here! Can I answer any questions about our [service requested]? I can help you get started if you want to jump on a call, or even right here over text.
- Hi [Name], it's been [time elapsed] since you inquired about [service]. We're running one of our best promotions yet: [state the promo]. Call now [number] with promo code [CODE] or text back to secure these rates.
- Hi [Name]. Are you still looking to get work done? Text or call us back with details, we would love to help.
- Hi [Name] - Following up again on the form you submitted. Text us back the details on what you are looking for if you are still interested - we would love to help!
- Hi [Name] Sorry to bug you again - but we want to help you - do you prefer texting or a phone call?
- Are you still interested in receiving a free estimate for your [gutter] project?
- Are you still looking to get work done? If not, I'll go ahead and close this out.
- Are you still looking to get work done? If you're interested please call us at [number] today for \$500 off your upcoming project. If you are no longer interested please reply "X" to be taken off our list.



Emails

- **Subject line: [Name] - reminder about your request!**
Hi [Name], I haven't heard back yet regarding the request you submitted. Email me back the details of what you want to do, I'll be happy to help.
Looking forward to hearing back, [Signature]
- **Subject line: [Name] - reminder about your request!**
Hi [Name], I haven't heard back yet regarding the request you submitted. When are you free to connect and talk about your project?
Thank you, [Signature]
- **Subject line: [Name] - reminder about your request!**
Hi [Name], We haven't heard back yet regarding the request you submitted. Can you email us back the details of what you want to do? Feel free to call or text at [number] if that's easier!
Thank you, [Signature]
- **Subject line: Are you still interested in [product/service]?**
Hi there [Name], We are offering great deals right now for [product/service], but only through [date]. Call now to secure these promotional rates! [Number].
Best, The [Company] Team



Full lead outreach sequence example

Here's an example of combining the text and email messages above into a multi-touch sequence to use when reaching out to a new lead.

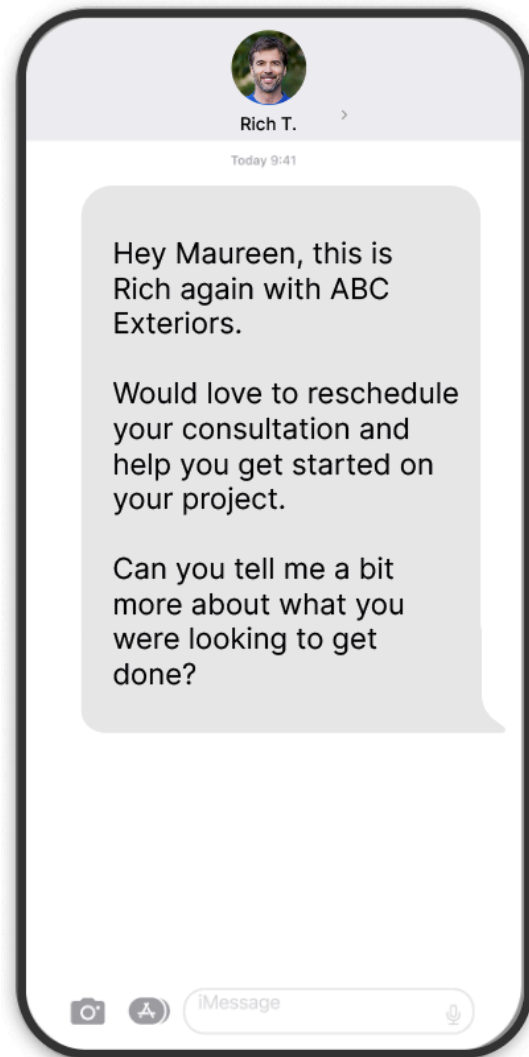
- **Launch day (upon form submit): One text and one email**
 - **Text:** Hi [Name], it's [Name] with [Company]. I got your information from the form you submitted. Text me back with what you are looking for! If you'd rather not talk over text, reply END.
 - **Email:** Subject line: Thanks for inquiring with [Company]
[Name], I got your information from the form you submitted online. I'd love to learn more about your request or get you scheduled for an appointment. Please email me back the details! Talk soon, [Signature]
- **Day 2: One text**
 - **Text:** Hi [Name]. I didn't hear back from you yet after you submitted your form. Text me back with the details, I'm happy to help.
- **Day 3: One text and one email**
 - **Text:** Hi [Name]. Are you still looking to get work done? Text me back with details, I would love to help.
 - **Email:** Subject line: [Name] - reminder about your request!
Hi [Name], I haven't heard back yet regarding the request you submitted. When would be a good time to learn about the project and get you scheduled for an appointment? Thank you, [Signature]
- **Day 4: One text**
 - **Text:** Hi [Name] - Following up again on the form you submitted. If you are still interested, shoot me a text on what you are looking for, or feel free to call or email me at [address]. I would love to help!
- **DAY 5: One text, one email**
 - **Text:** Hi [Name], when would be a good time to chat about your [project] needs? If you're no longer interested, I'll go ahead and close this out. Let me know either way. Thanks!
 - **Email:** Subject line: Are you still interested in [product/service]?
Hi [Name], I haven't heard back from you on your [project] request, so I wanted to try reaching out one last time. Let me know whether you're still interested. Thanks! Best, [Signature]

Lead outreach templates: Canceled appointments

Here are some templates you can use for leads that you may have gotten a response from initially, but who canceled their appointment.

Texts

- Hi [Name]! This is [Name] with [Company]. I saw you had an appointment scheduled and we were unable to meet. I'd love to get you rescheduled. When is a good time for you? If you'd rather not talk over text, reply END.
- Hey [Name], this is [Name] again with [Company]. Would love to reschedule your consultation and help you get started on your project! Can you tell me a bit more about what you were looking to get done?
- Hi there [Name], it's [Name] with [Company]. I just wanted to make sure that we rescheduled you if your project was still on the table. Do you have time to talk on the phone today?
- Hey [Name], this is [Name] with [Company]. I saw you took interest in doing a project with us in the past. Wanted to touch base with you to see if that project was still on the table? I would love to get you rescheduled. Is there a day that works best for you? If you'd rather not talk over text, reply END.
- Hi [Name], this is [Name]. I wanted to make sure you were all taken care of and could take full advantage of our current promotions. Feel free to reach back out if you'd like a new consultation. Do you have time to hop on a phone call today or tomorrow?



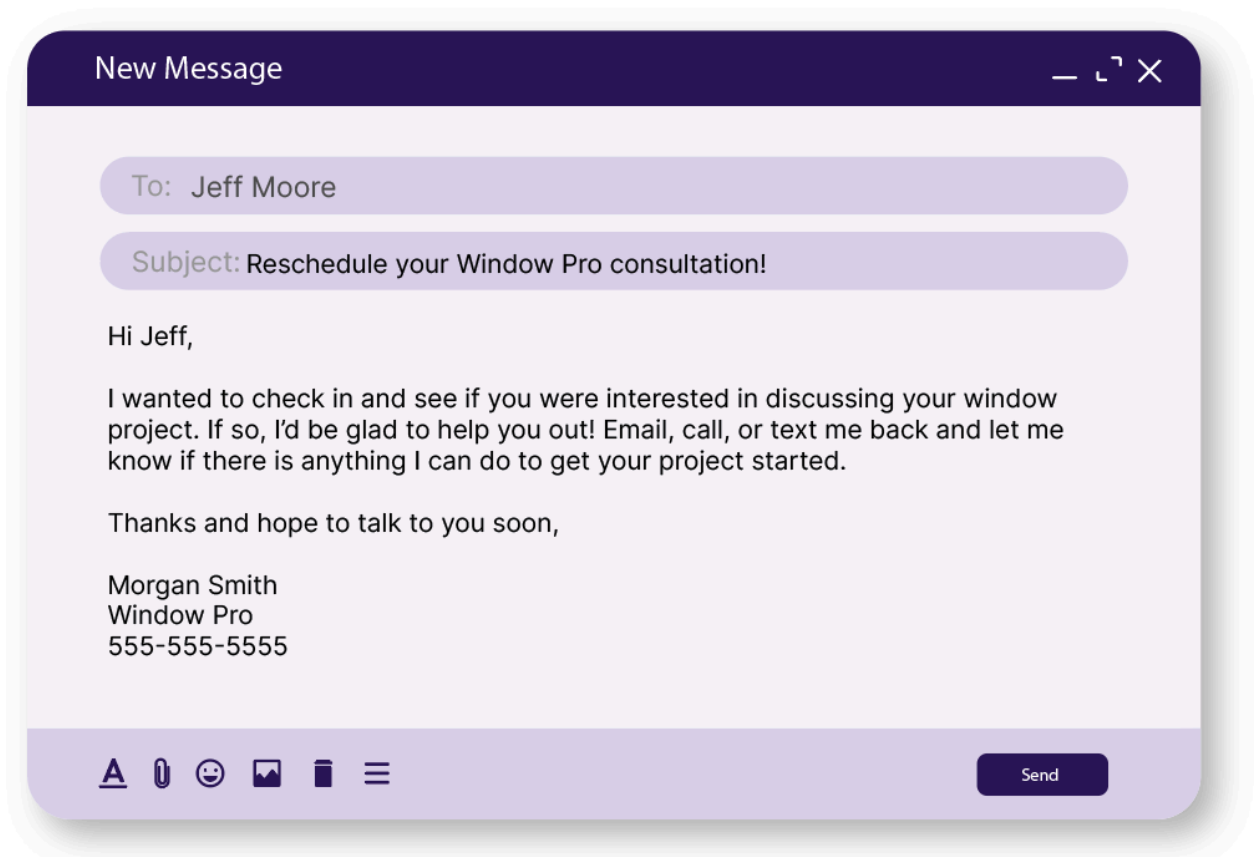
Emails

- **Subject line: Reschedule with [Company]!**

Hi [Name], I saw that you were recently unable to meet with us. If your project is still on the table, I would love to reschedule your meeting and get the ball rolling. Please feel free to respond to this email or you can give me a call or text at [number]. Thanks and talk to you soon! [Signature]
- **Subject line: Reschedule your [Company] consultation!**

Hi [Name], I wanted to check in and see if you were interested in discussing your [service] project. If so, I'd be glad to help you out! Reply to this email or give me a call or text at [number] and let me know if there is anything I can do to get your project started. Thanks and talk to you soon, [Signature]
- **Subject line: Reschedule your [Company] appointment!**

Hi [Name], I see that you had to cancel an appointment with us—no problem! If your project is still on the table, I would love to reschedule your meeting and get the ball rolling. Let me know where you're at. Thanks and talk to you soon, [Signature]

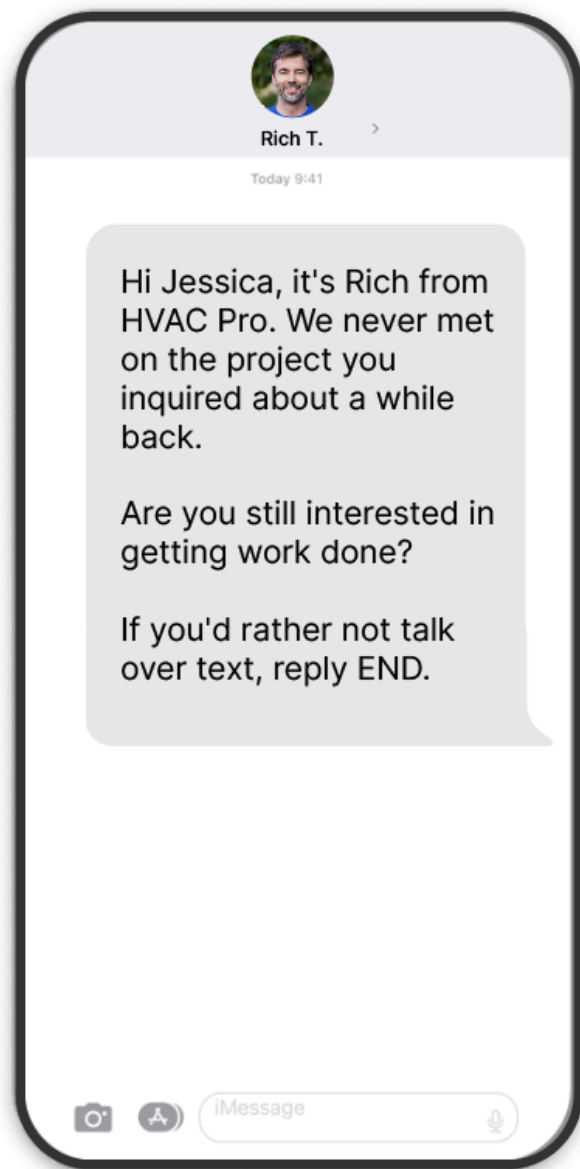


Lead outreach templates: Aged leads

Use these templates to re-engage leads that went MIA. A great way to do this is with a special promotion. Remember, since this would be the start of a new campaign, that first text message needs the opt-out messaging.

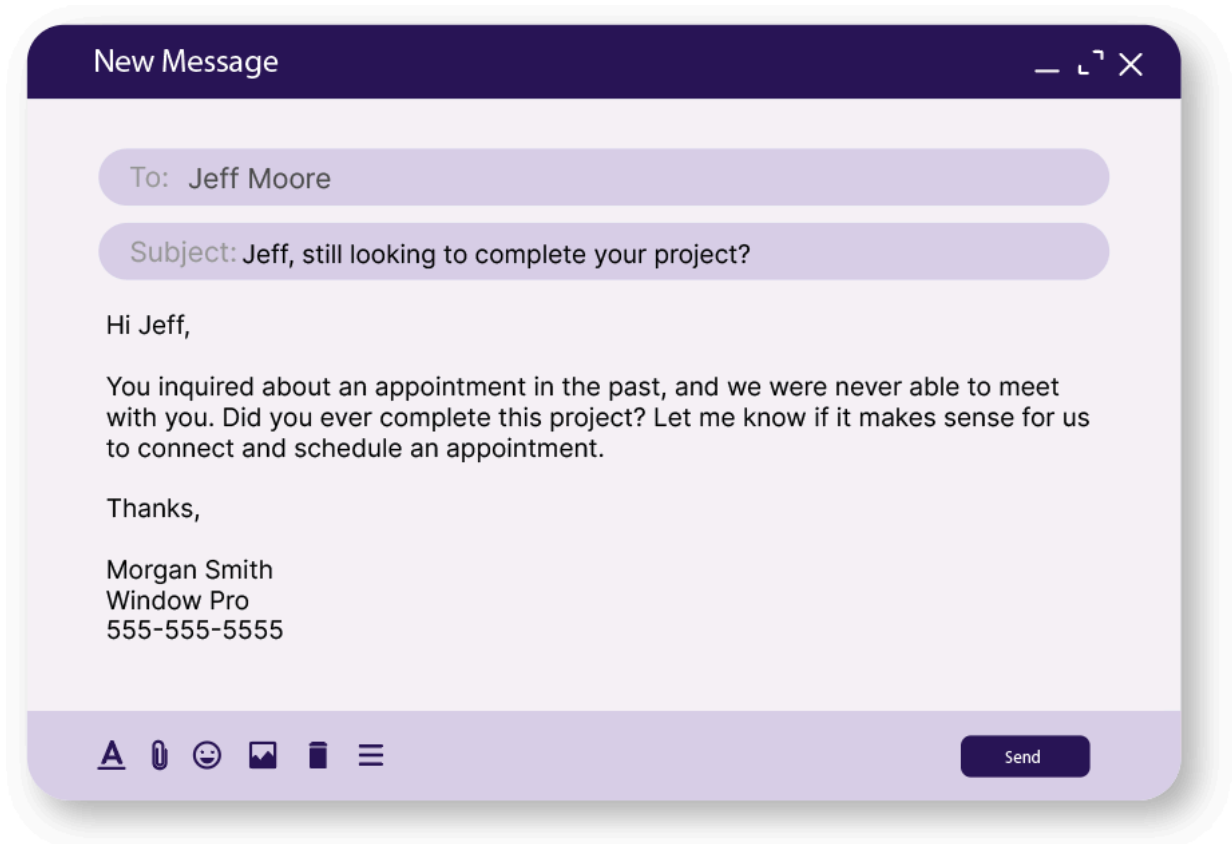
Texts

- Hi [Name]. Following up on your [product/service] inquiry. Summer is quickly approaching. This is a great time to protect yourself from unexpected A/C repair bills. Contact us at [number] to prevent costly repairs! Reply STOP to opt-out
- [Name], are you still thinking about [product/service]? We're currently offering a great deal on [product/service]. Text back or call us now to take advantage of [offer] and get your new project installed. If you'd rather not talk over text, reply END.
- Hi [Name], it's [Name] from [Company]. We never met on the project you inquired about a while back. Are you still interested in getting work done? If you'd rather not talk over text, reply END.
- Hi [Name], it's [Name] from [Company]. We never got a chance to complete your project. Where are you at with it? If you'd rather not talk over text, reply END.



Emails

- **Subject line: Still thinking about that [product/service]?**
Hi [Name], Are you still thinking about [product/service]? [Company] is offering our best ever deal. Call us now to take advantage of [offer] and get your new project started. Hurry - this offer expires [date]!
- **Subject line: [Name], still looking to complete your project?**
Hi [Name], You inquired about an appointment in the past, and we were never able to meet with you. Did you ever complete this project? Let me know if it makes sense for us to connect and schedule an appointment. Thanks, [Signature]
- **Subject line: [Name], still looking to complete your project?**
Hi [Name], I hope you've been well! We never got the chance to complete your project. Where are you at with it? Looking forward to hearing back, [Signature]





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With automated outreach over text, email, and phone—plus custom AI bots that do the grunt work—companies that use Hatch see increased set and close rates while decreasing costs and effort. It's not just a communication solution, it's a revenue solution.

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