Loopwrk Lead Follow-Up

The weekly operator loop, in six steps.

1. Capture leads from each channel into one inbox. Website form, walk-in phone calls, Google Business messages, and social DMs all forward to a single leads@<business>.com mailbox via existing channel rules.
2. Triage in the unified inbox at 9:00 and 2:00 daily. Quick-tag (hot / warm / nurture / junk), archive junk, swap missed calls to email-only follow-up within minutes.
3. Draft AI-assisted replies in the operator's voice. Reply from Loopwrk's tone-matched prompt, edit the subject line, attach the right asset, queue for review.
4. Send within an hour of capture. Operator reviews and hits Send from the same window; aim for under 60 minutes from "new lead" to "reply delivered."
5. Log outcome to the CRM. Record reply sent, next step, and followup date. Hot leads get a calendar reminder for 24 hours; warm leads go into the Friday review.
6. Run the Friday weekly review. At 4:00 PM Friday, scan the week's conversations: status of each hot/warm lead, what to stop doing, two-loop adjustments for next week.

One workflow at a time, for small business operators. Scoped AI implementations for the long tail of Main Street.