

[Free guide: quotes](#)

The four messages to send after a quote

You send the quote. They say thanks. Then nothing. Most of the time they're not ignoring you. They've got three quotes on the kitchen table and a fortnight to think, and the one that's easiest to say yes to tends to win. Four short messages, two days apart, copied straight into WhatsApp or text. Change the bits in brackets.

☐ Day 1, send with a screenshot of one real Google review

Tip: Pick the review that answers what this customer seemed worried about: tidiness, turning up when you said, the final bill matching the quote. Screenshot it straight from Google, never re-type it.

Hi [name], the quote should be with you now. While you're deciding, this is what [customer first name] in [town] said after we did their [job] in [month]. Shout if anything's unclear.

☐ Day 3

Hi [name], hope the quote came through alright. One thing worth checking when you're comparing: whether [clearing the waste and making good] is included. It is in mine. Any questions, ask away, no rush.

☐ Day 5, send with one photo of a similar finished job

Hi [name], thought this might help you picture it. That one was a [similar job] in [town] in [month]. If you did go ahead I could start the week of [date]. No pressure either way.

☐ Day 7

Hi [name], last one from me. If you've gone with someone else, no problem at all, a quick "gone elsewhere" lets me free up the date. If you're still deciding, ask me anything.

□ If they say no

Fair enough, thanks for letting me know. If anything changes you've got my number.

Four rules

1. Never drop the price in these messages. If price was the problem, they'll tell you.
2. Only give a start date you'd actually hold.
3. Stop at four. After that they've got your number.
4. Say it your way. If you'd never type "no rush", don't.

Before the quote even goes out: send it the same day where you can, put what's included in writing (materials, waste, guarantee, start window), and attach one photo of a similar finished job.