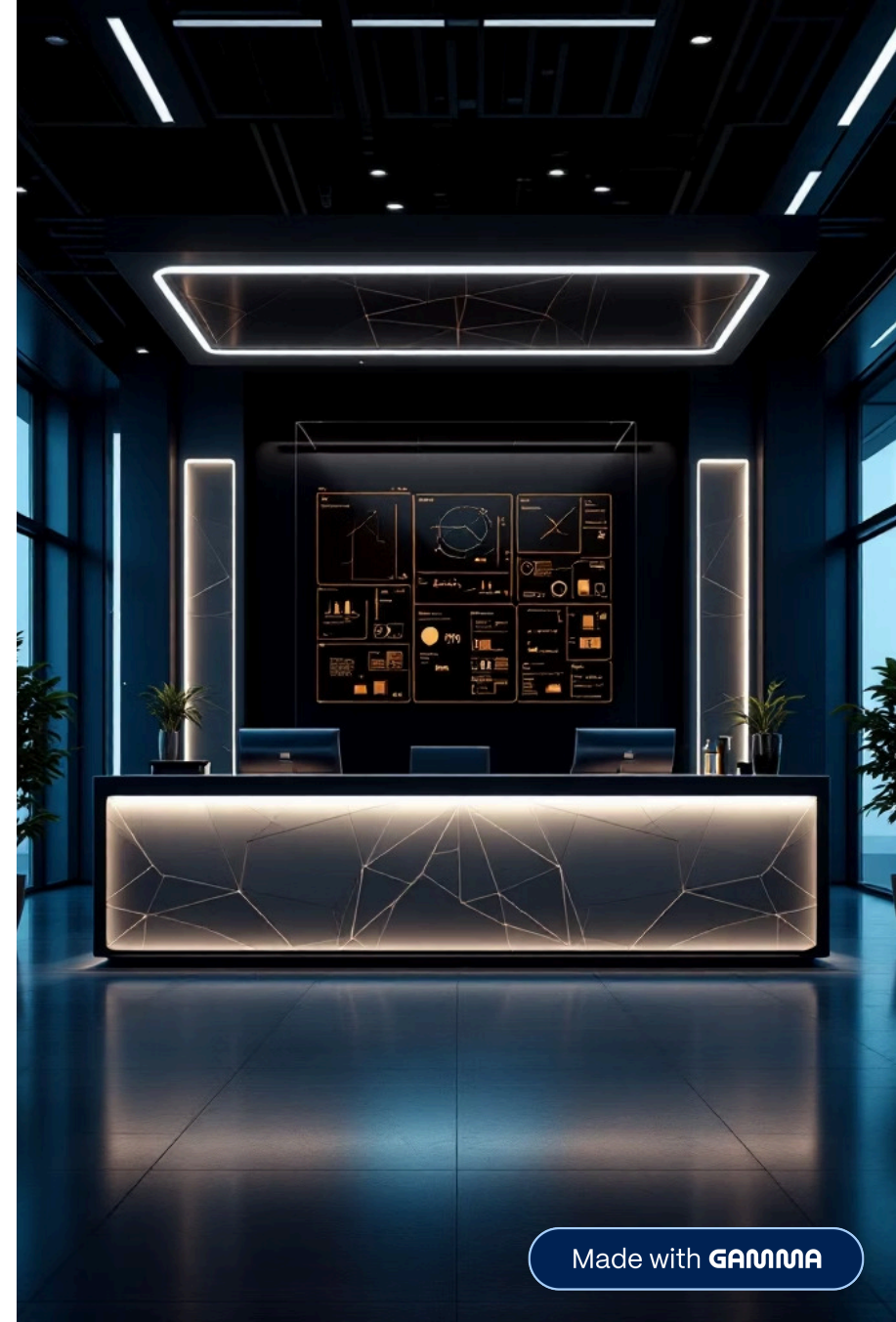


**You're Not Losing Clients  
Because of Bad Marketing**

**You're losing them  
because you respond  
too late.**

GhostSOP | Lead Operations Infrastructure

THE FRONT DESK SYSTEM FOR BUSINESSES WITHOUT A FRONT DESK





Made with **GAMMA**



# Leads Are Coming In. You're Just Not Catching Them.

Most small service businesses don't have a lead problem — they have a **lead handling problem**. Inquiries come through DMs, contact forms, email, and texts. But without a system to catch and respond to them instantly, those leads disappear.

  **The 5-Minute Rule:** Studies show businesses that respond within 5 minutes are **21x more likely to convert a lead** than those who wait 30 minutes.

## 21x

**More Likely to Convert**

When you respond within 5 minutes vs. 30 minutes

## 5min

**Response Window**

The critical window before a lead goes cold

## 78%

**Leads Lost to Speed**

Of buyers choose the first business that responds

# Why Leads Go Cold Before You Even See Them

Three silent killers are draining your pipeline every single day — and none of them are your marketing.

## **Slow Response Time**

You're delivering a service when someone DMs you asking about pricing. By the time you reply, they've already booked someone else. Speed is the game — and manual processes always lose.

## **No Clear Intake Path**

Leads don't know how to tell you what they need. They guess. They send a vague message. They get no structure back. Then they give up and move on.

## **Manual Everything**

Tracking leads in your head, in DMs, in email — there's no system. Just chaos. Things fall through the cracks. Revenue walks out the door silently.

# What Gets Installed

The GhostSOP system is a five-component lead operations infrastructure. Each piece works together to ensure no inquiry ever slips through the cracks.

1

## Smart Intake Form

Captures lead info the right way, the first time. No more vague DMs or incomplete inquiries.

2

## Instant Auto-Confirmation

Every inquiry gets an immediate response. No one waits. No one wonders if you received their message.

3

## Lead Qualification Routing

Leads are organized and routed before you even see them. You only deal with qualified, ready-to-book prospects.

4

## Booking Integration

Direct path from inquiry to appointment. No back-and-forth. No scheduling tag. Just a booked slot.

5

## Follow-Up Automation

If a lead doesn't book, the system follows up. Automatically. Without you lifting a finger.

# Before vs. After GhostSOP

This is what the same lead journey looks like — with and without the system installed.

## ✗ Before GhostSOP

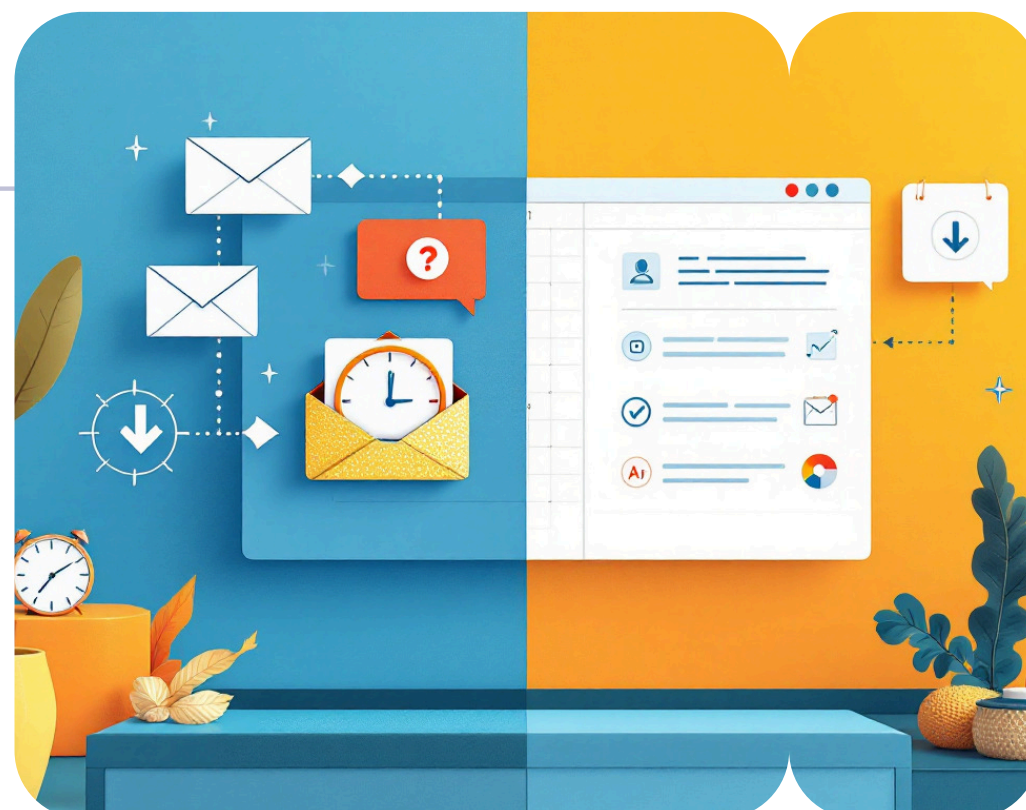
- Lead sends a DM asking about pricing
- You're with a client — no one responds
- Lead waits. Gets frustrated. Moves on.
- They book someone else
- You never even knew they existed

## ✓ After GhostSOP

- Lead sends a DM asking about pricing
- System captures their info instantly
- Instant confirmation response goes out
- Lead books directly through the system
- You get notified of a new booked client

### Before

Lead → No  
Response → Lost  
Client



### After

Lead → Instant  
System Response  
→ Booked  
Appointment

# This Is For You If...

- You run an appointment-based service business
- Leads come in through your website, DMs, or social media
- You handle inquiries manually — or barely at all
- You've lost clients because you couldn't respond fast enough
- You don't have a dedicated front desk or intake team

## Built for businesses like:

 Dental Clinics

 Med Spas

 Coaches

 Consultants

 Home Services

 Agencies

# Let's Be Clear About What This Isn't

## GhostSOP is NOT:

- A marketing agency
- An ads management service
- An SEO company
- A social media manager

## GhostSOP IS:

We install the **operational infrastructure** that turns the inquiries you already get into booked clients.

We don't generate traffic. We make sure the traffic you already have doesn't go to waste.

**More traffic won't fix a broken intake system.** Fix the system first.

# One Setup. Runs Itself.

Everything you need to capture, qualify, and convert leads — installed once, running forever.



## Custom Intake Form

Tailored to your business type and service offerings. Captures the right info every time.



## CRM & Lead Tracking

Full CRM or lead tracking setup so nothing falls through the cracks ever again.



## Email & SMS Notifications

Real-time lead notifications via email and SMS so you're always in the loop.



## Automated Confirmations

Instant lead confirmation and response messages. Every inquiry acknowledged immediately.



## Booking Integration

Seamless booking system integration. Leads go from inquiry to appointment without friction.



## Follow-Up Sequences

Automated follow-up sequences plus lead handling SOPs and response templates.

# Set It Up Once. Stop Losing Leads Forever.

GhostSOP installs the system. You run your business. Every lead gets captured, confirmed, and guided toward booking — **without you touching it.**

## Lead Captured

Every inquiry caught automatically

## Lead Confirmed

Instant response, zero wait time

## Lead Booked

Guided to appointment without friction

**Ready to stop leaving clients on the table?**

Visit [GhostSOP.com](https://ghostsop.com) to get started.

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Learn More

