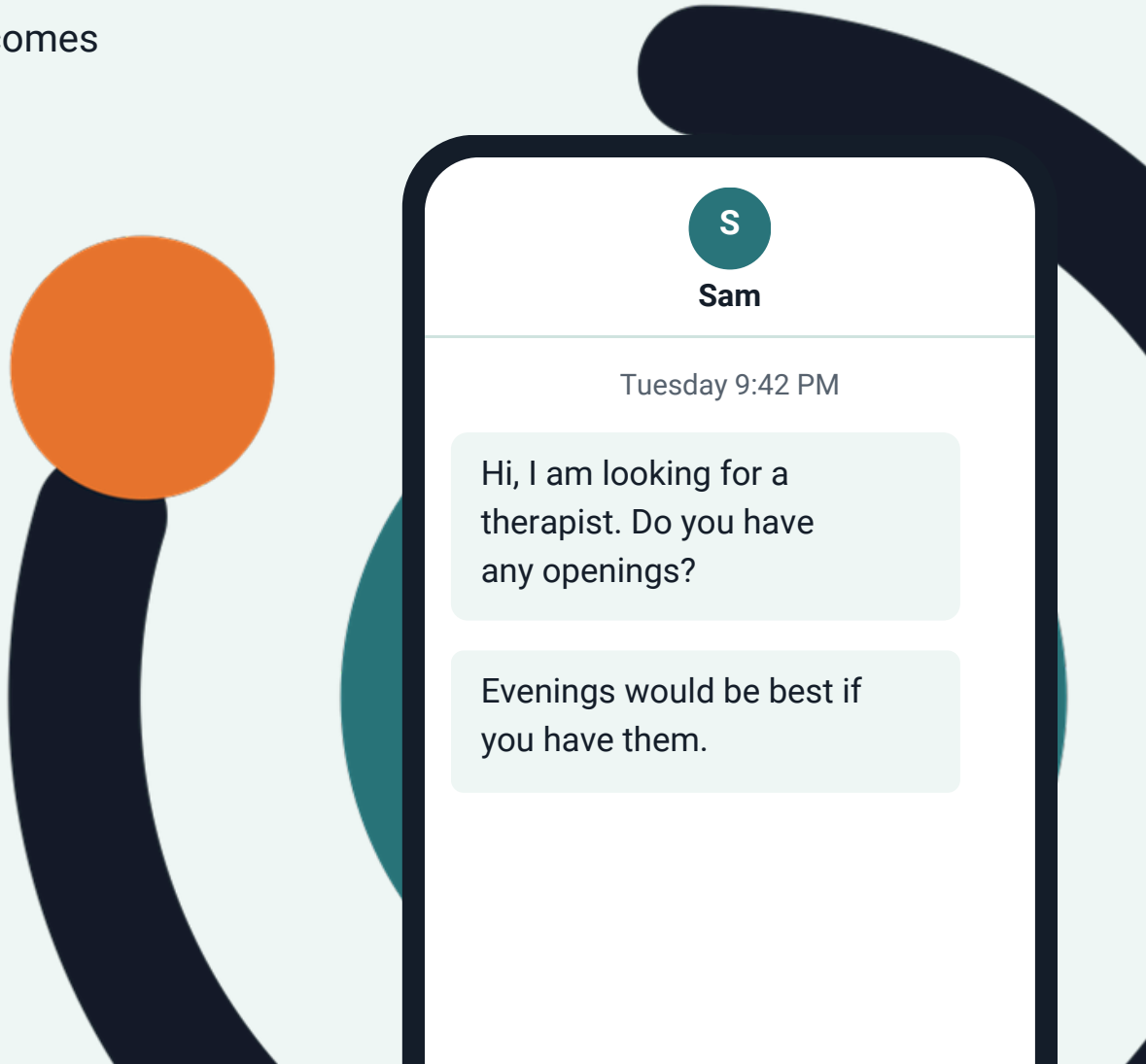
rella

# The 9:42

## From first enquiry to first session

Follow one enquiry through the four moments that decide if it becomes a client.



# Sam messaged you at 9:42 last night.

Sam may have messaged two other clinics too.
Here is how to be the one Sam chooses.

---

## Reply

Answer within 5 minutes in office hours.
**Watch: time to first reply**

---

## Book

Put the consult link in your first reply.
**Watch: enquiries that book**

---

## Show

Remind the day before. Rebook no-shows that day.
**Watch: consults attended**

---

## Start

Book the first session before the consult ends.
**Watch: consults that become clients**

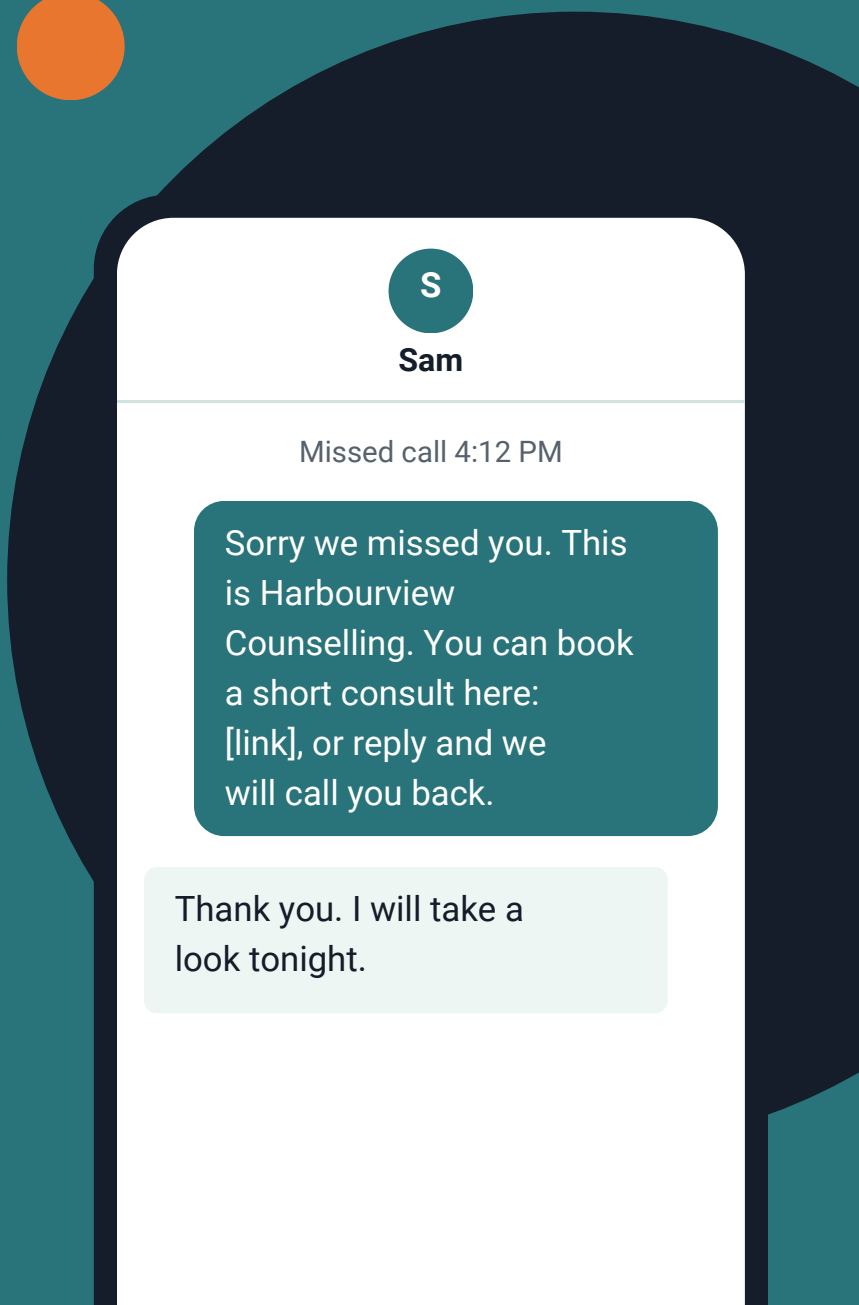
# Reply

## Be the first real answer.

Pick who answers, and who covers during sessions.

Turn on a missed-call text.

Say one kind thing, then give one next step.



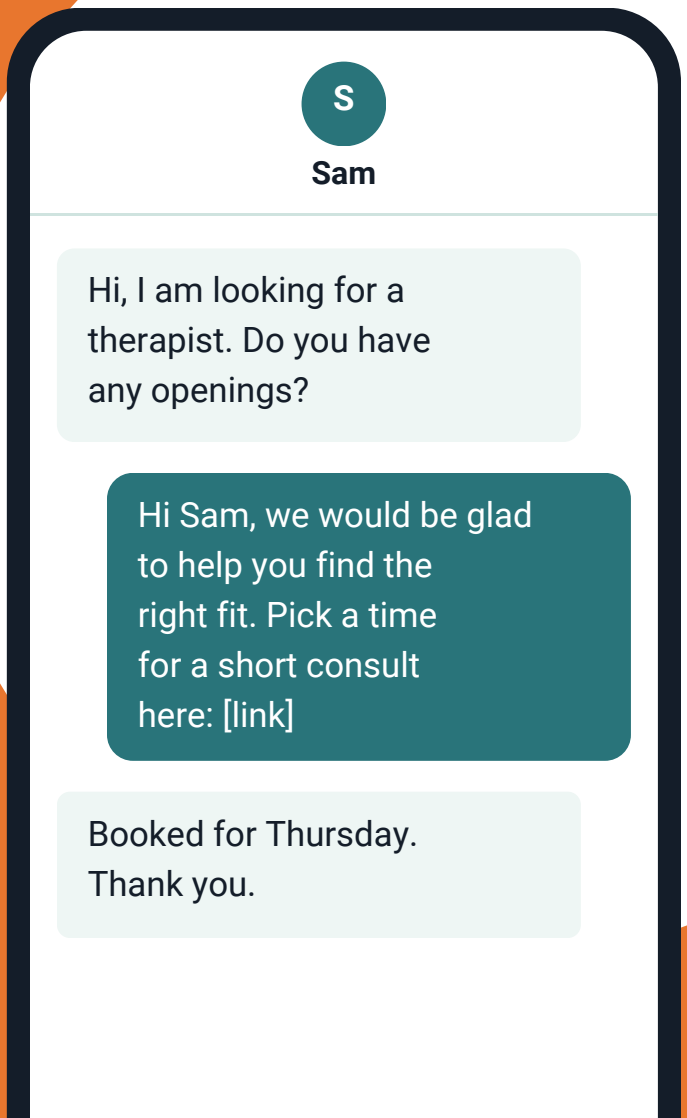
# Book

## Make yes one tap away.

Send one link, not a list of times.

Let people book after hours.

Follow up twice, then stop.



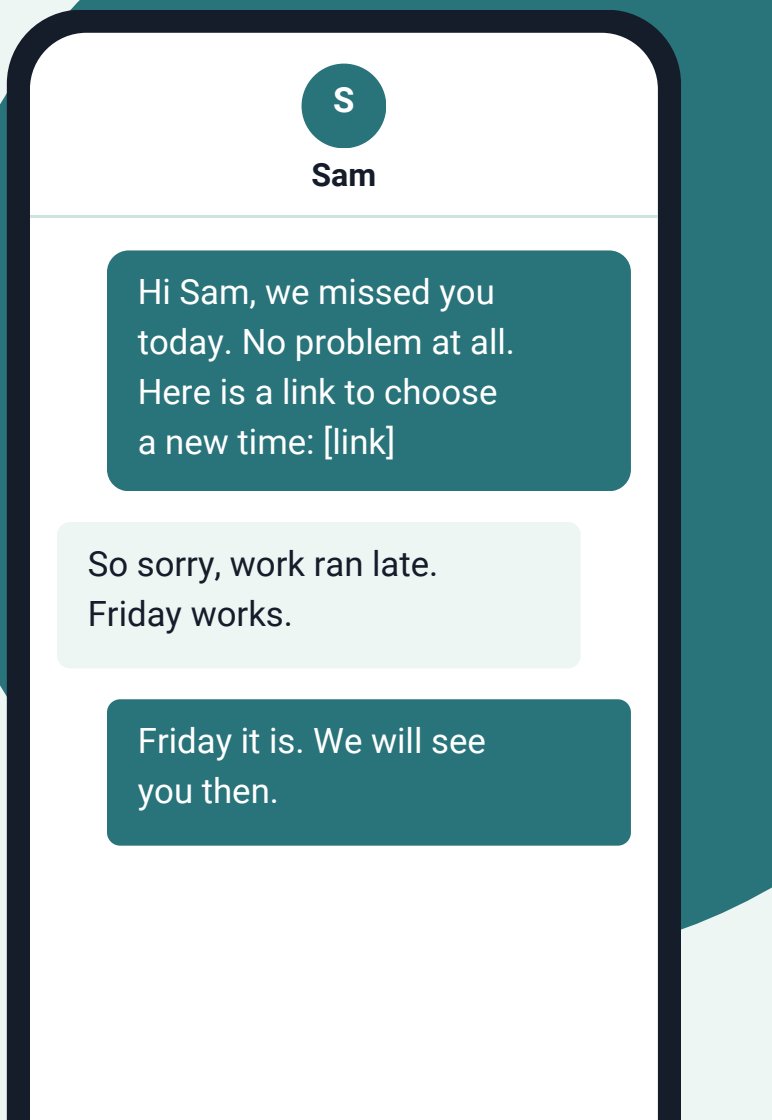
# Show

## First calls take nerve. Make it easy.

Send the time and how to join the day before.

Keep texts to times and links, with no clinical details.

Miss a call? Reach out that same day.



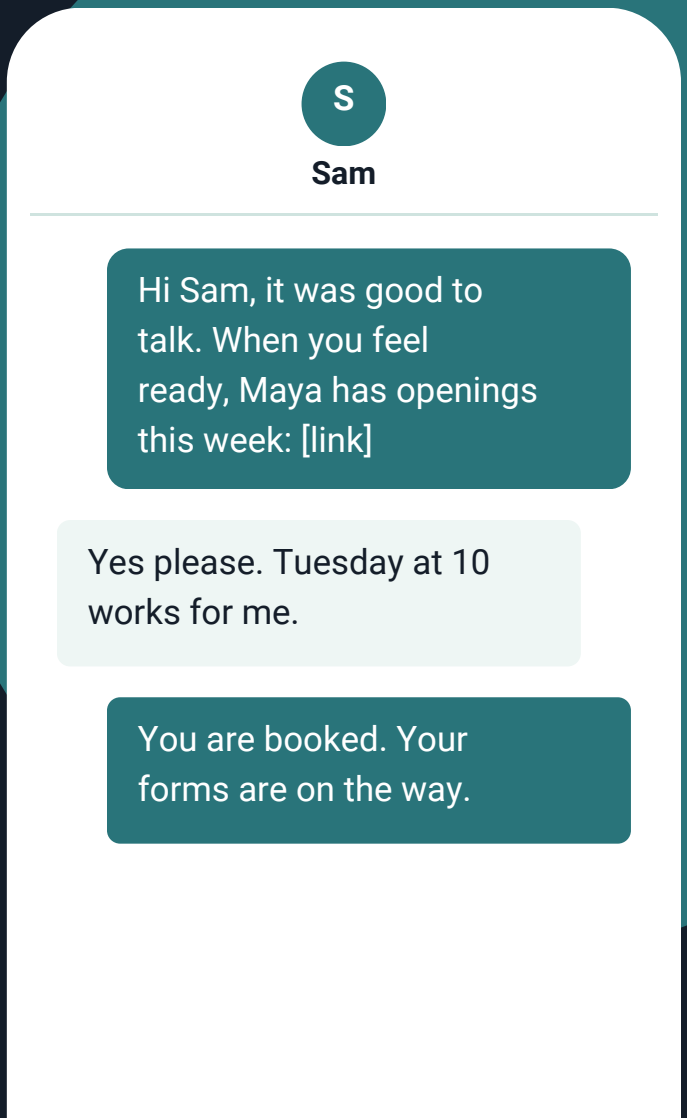
# Start

## Book while it feels right.

Offer a first session time before you hang up.

Send intake forms that day.

Not ready? Check in once, with no pressure.



# Your 15 minutes a week

Print one each week. Write in last week's numbers, then look for the biggest drop.

**Enquiries**

**Booked a consult**

**Attended**

**Became clients**

## Average time to first reply

Aim for 5 minutes in office hours.

## Where people came from

| Google | Psychology Today | Referral | Website | Other |
|---|---|---|---|---|
| | | | | |

## Biggest drop

## One thing to try next week

rella

# Rella can run most of this for you

Missed-call texts with your booking link, online booking at any hour, reminders and follow-ups that send on their own, and every enquiry on one board.

**rella.ca/therapists**

