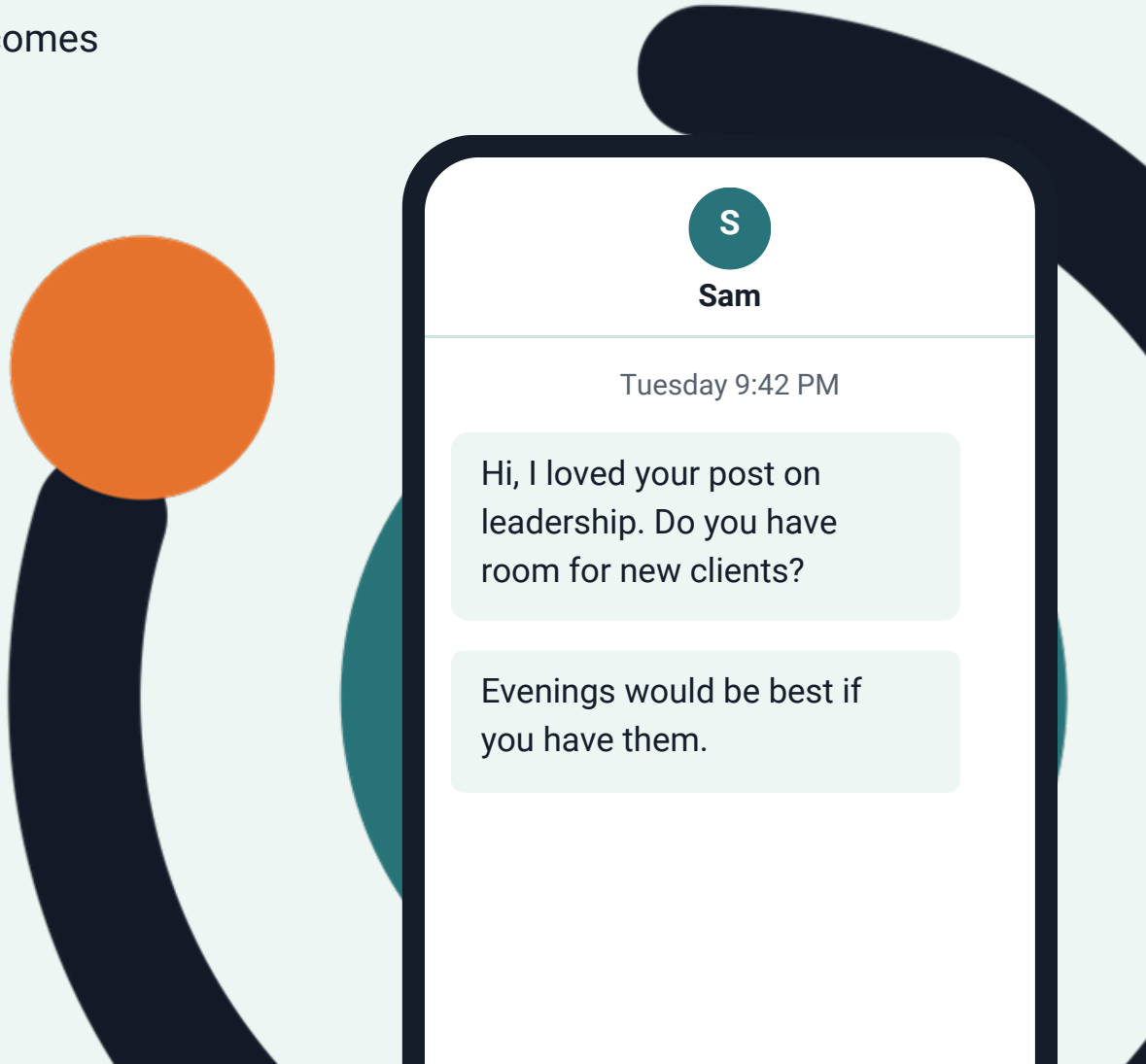
rella

The 9:42

From first enquiry to signed client

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



Sam messaged you at 9:42 last night.

Sam may be talking to two other coaches too.
Here is how to be the one Sam chooses.

Reply

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

Book

Put your discovery call link in your first reply.
Watch: enquiries that book

Show

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

Sign

Send the proposal the same day as the call.
Watch: calls that become clients

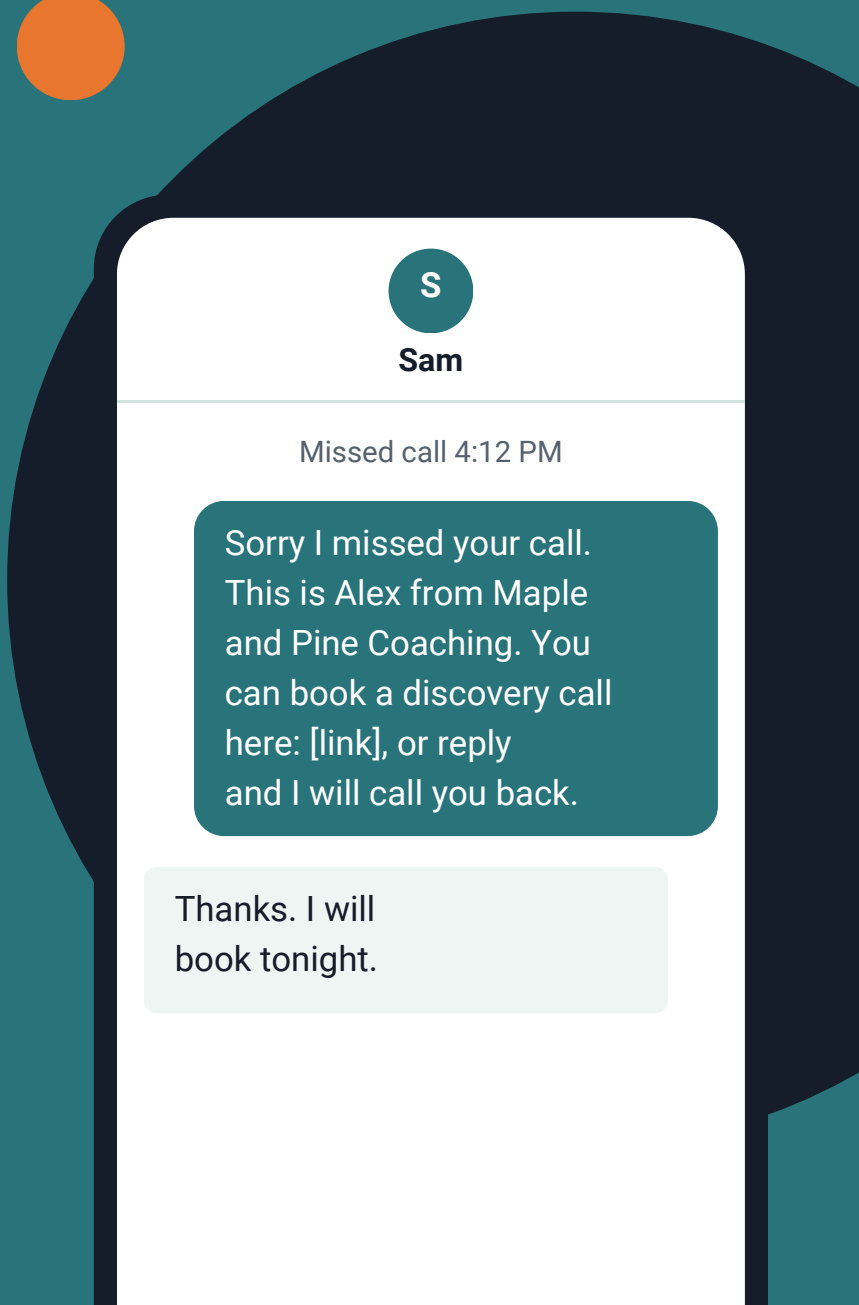
Reply

Be the first real answer.

Pick when you check enquiries, and who covers during sessions.

Turn on a missed-call text.

Say one kind thing, then give one next step.



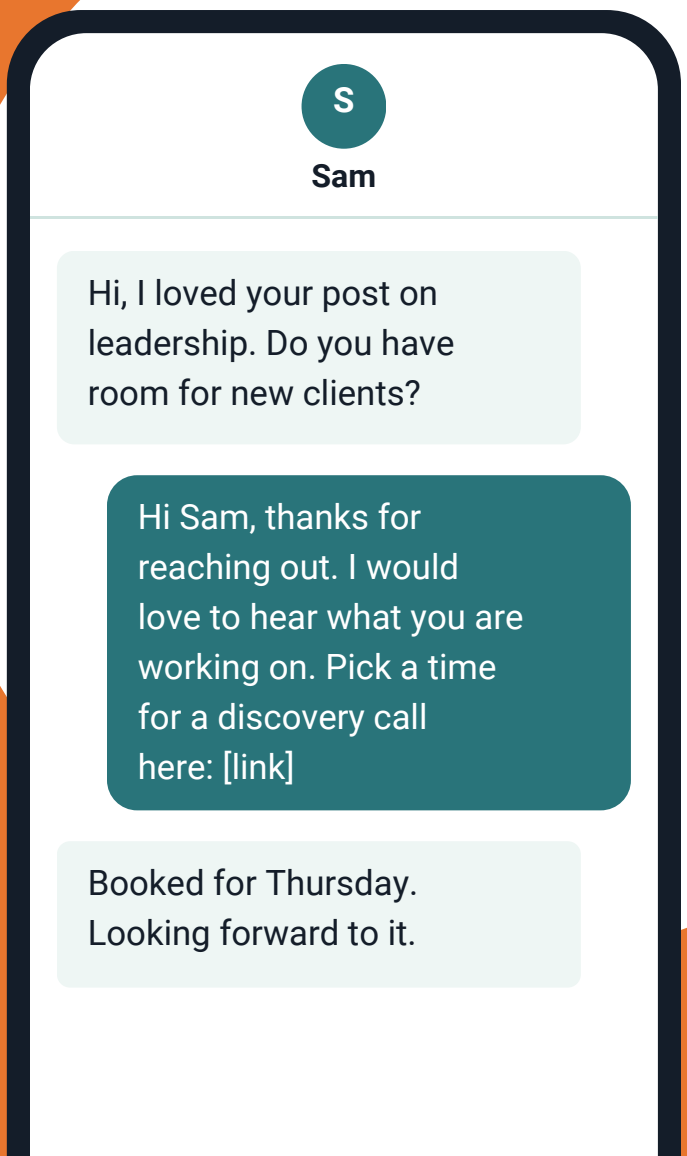
Book

Make yes one tap away.

Send one link, not a list of times.

Let people book after hours.

Follow up twice, then stop.



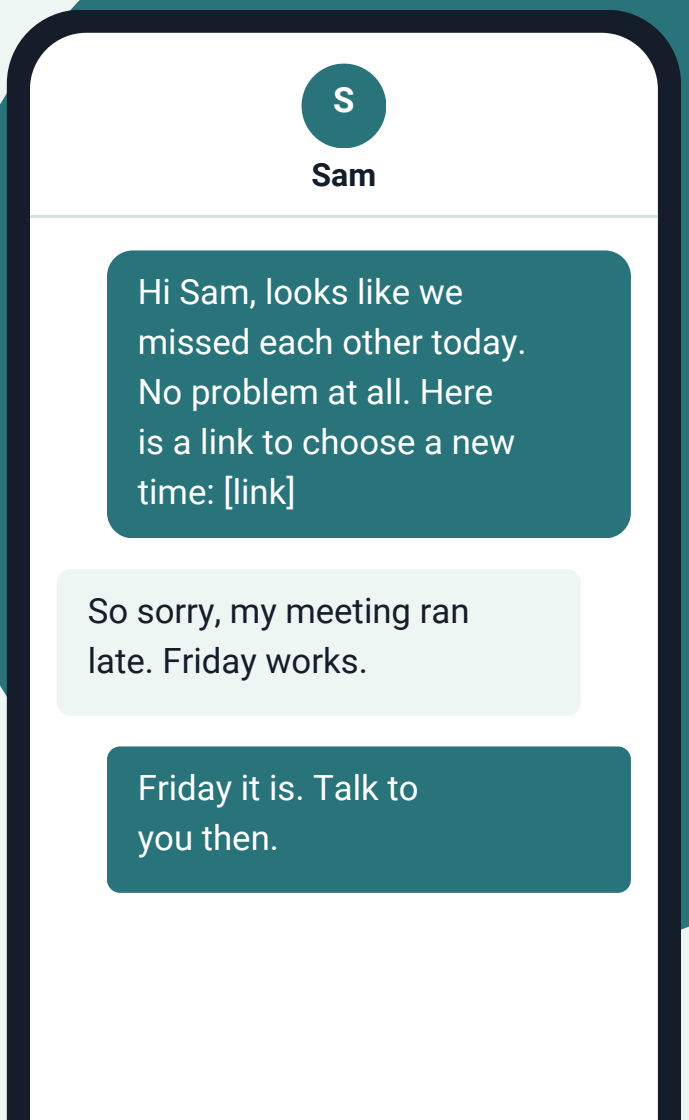
Show

Busy people forget. Make it easy.

Send the time and how to join the day before.

Share one question to think about before you talk.

Miss a call? Reach out that same day.



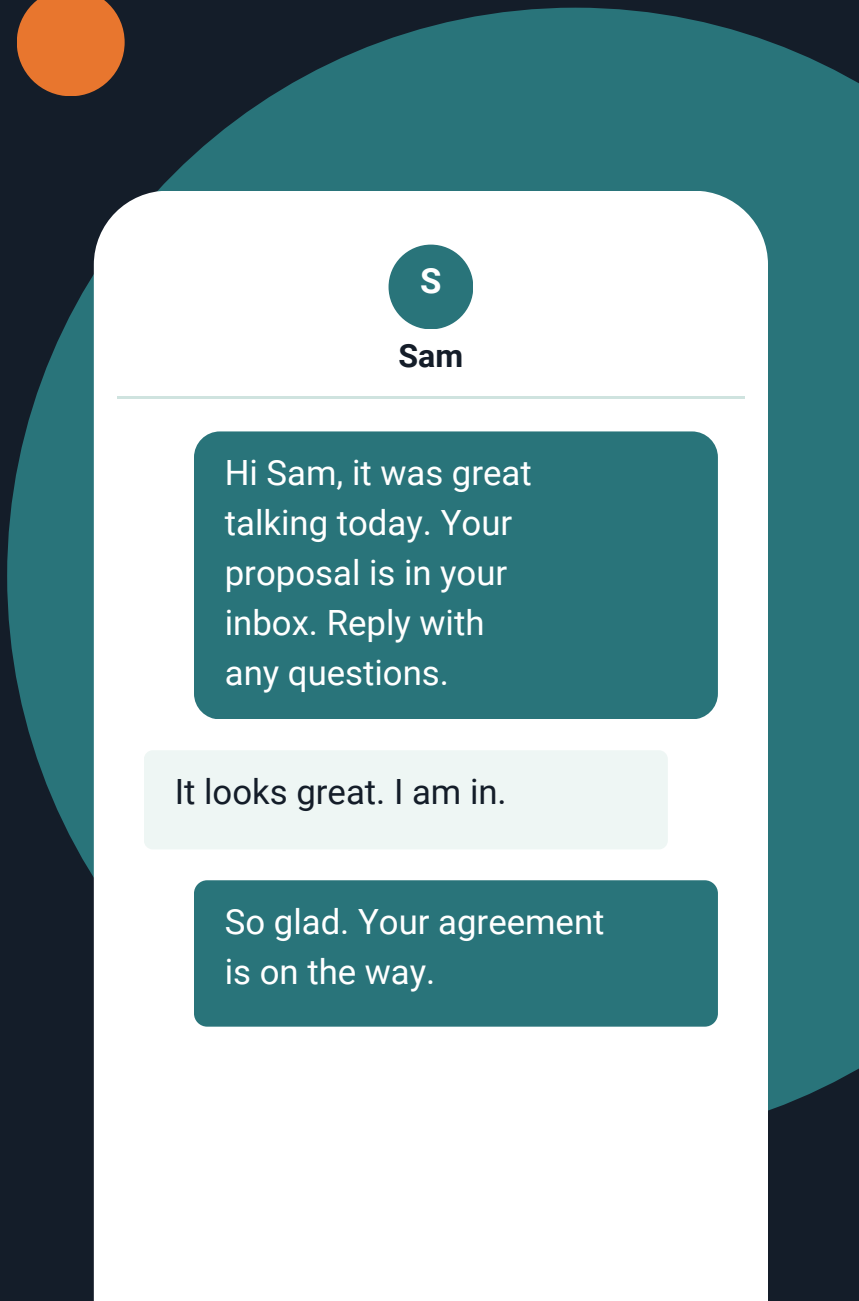
Sign

Decide while it feels right.

Explain the next step before you hang up.

Send the proposal 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 call

Attended

Became clients

Average time to first reply

Aim for 5 minutes in working hours.

Where people came from

Google	Social media	Referral	Website	Other

Biggest drop

One thing to try next week

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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

