Why Fast Callbacks Win More Jobs

THE BIG IDEA

A roofer closed 55% of his Google leads, the highest rate Alex Hormozi had heard of. His secret wasn't more leads or a better pitch. Someone called every lead the moment it came in.

What the roofer did

A simple setup that beat everyone else.

01 **He gave one person one job.**
His aunt's only job was calling new leads. Nothing else competed for her attention.

02 **She dropped everything when a lead came in.**
Asleep or in a movie theater, she stopped what she was doing and made the call.

03 **The volume was tiny.**
She only had to make about three calls a day. The hard part was never the work. It was not knowing when a lead would show up.

04 **He paid well for speed, not volume.**
He paid her $60,000 to $70,000 a year to make three calls a day. He thought being first was worth that.

05 **It closed half his leads.**
In his words, that one habit is how he closed 55% of the leads that came in from Google.

How to copy it

Treat a new lead like a ringing phone.

01 **Name who owns new leads.**
If it's everyone's job, it's no one's job. Pick one person, or one system, that responds to every lead.

02 **Make the callback the top priority.**
A new lead beats paperwork, meetings and the job site. Whoever owns it stops and calls.

03 **Cover nights and weekends.**
Leads don't wait for business hours. The roofer's setup worked because a lead got a call no matter when it came in.

04 **Judge the cost against one closed job.**
Don't ask what a callback costs per call. Ask what one more closed job is worth to you.

05 **Track your close rate on leads.**
Know how many leads you get and how many you close. That's how you'll see if faster callbacks are working.

> “She stops what she’s doing and she calls the lead. That’s the only job she has.”
>
> Alex Hormozi, on a roofer’s secret

DO THIS WEEK

- ☐ Pull your last 20 leads. Write down how long each one waited for a call.
- ☐ Name one person or system that calls every new lead, the moment it arrives.
- ☐ Decide who covers leads that come in at night and on weekends.

Ask daily: Did any lead wait today?

Source: Alex Hormozi, *Instagram*, “The roofer who closes 55% of leads”