FREE ONE-PAGE KIT

Test a lead follow-up tool before you pay for one

A lead follow-up tool answers new leads fast. Before you pay, ask 12 questions, send 4 test leads through your own form, and try it for 7 days.

1. Ask the maker (12 questions)

1. What does it cost each month? Is the price per user, per lead, or per message?
2. Where can leads come from: my website form, ads, a lead site, or email?
3. How fast does the first reply go out? Can I change that?
4. Does it reply by text, email, or phone call? Which one by default?
5. If it uses an AI voice on the phone, how does it get the person's OK first?
6. Does it ask my questions, and where do the answers go?
7. How does it decide who is a hot lead? Can I see the rule?
8. Who gets the alert when a lead is hot, and how?
9. Does it stop when a lead replies, books, or says no?
10. How does it handle STOP and unsubscribe requests?
11. Which CRM or sheet does it connect to?
12. Is there a contract? How do I cancel? Can I export my leads?

Know the calling and email rules. The FCC says AI-generated voice calls are illegal unless the person agreed to them or the caller is exempt. It also says autodialed texts to a mobile phone need consent. The FTC says every marketing email needs true sender details, a real postal address and an easy way to opt out, and you must honor opt-outs within 10 business days. Ask the maker how the tool handles each one. This is a starting point, not legal advice. Source: FCC: Stop Unwanted Robocalls and Texts (last updated Feb 27, 2026); FTC: CAN-SPAM Act, a compliance guide for business.

2. Send 4 test leads

Fill out your own web form 4 times with your own phone and email (or a friend's, with their OK). Time the first reply.

1. Lead 1, ready to buy: ask for a price today. How fast is the first reply?
2. Lead 2, just looking: say you are only browsing. Does it back off?
3. Lead 3, junk: type nonsense. Does it waste your time or send an alert?
4. Lead 4, odd question: ask something it should not answer. Does it hand off to you?
5. Then reply STOP to a text and click unsubscribe in an email. Does each one work?

3. Your 7-day trial plan

Day 1	Check how fast you answer new leads today. Look at your last 5 and write down the minutes it took.
Day 2	Ask the questions. Get the price in writing. Write the first reply in your own words.
Day 3	Send the 4 test leads.
Day 4	Fix the words and the hot-lead rule.
Day 5	Turn it on for real leads, with alerts to your phone.
Day 6	Read every message it sent. Note any lead that got a bad reply.
Day 7	Compare reply time to Day 1. Count leads that answered. Keep it, change it, or cancel.

4. Red flags: walk away if you see these

- It calls people with an AI voice and cannot explain how it gets their OK.
- No working STOP or unsubscribe.
- You cannot see the rule that marks a lead hot.
- It keeps messaging people who said no.
- They will not let you test with your own form.
- They promise a number of new customers with no source.

Tools in our directory for this job

- Hatch
- Follow Up Boss
- Structurely
- Hot Lead Alert
- Lead Follow-Up Sheet
- Roof Lead Sorter

Best lists: Follow-up bots for real estate; Follow-up bots for sales teams. All free kits: busyworkbots.com/test-kits/

Not sure which tool fits? Take the Free Busywork Audit or book a Free Profit Leak Check (TimeGentic runs BusyWorkBots, so this is our own service). We do not test every tool. Prices change; check each maker's site.