DIRKS DIGITAL MEDIA AND MARKETING PRESENTS

A free working kit for local business owners

The Wake Up Kit

Book appointments from the leads you already have, starting today, with three simple texts you send yourself.

15 minutes to your first sends

3 texts over 10 days

0 new leads to buy

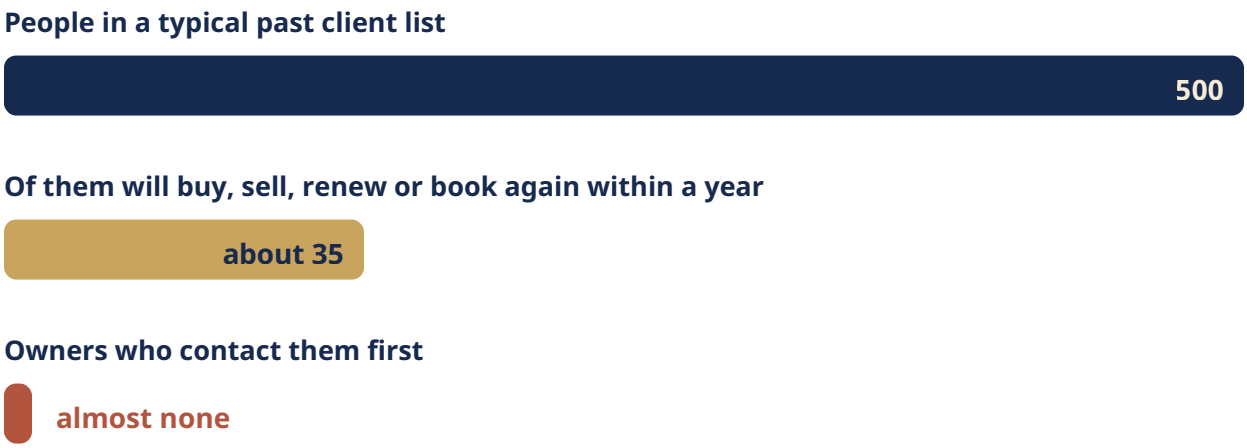


From Mike Dirks in Vancouver, BC. Built from more than 300 real campaigns run since 2015.

WHY THIS WORKS

The money is already sitting in your list

Most owners spend every marketing dollar chasing strangers, while past customers and old quotes sit untouched in a phone or a spreadsheet. Strangers need months to trust you. Past customers already do.



Planning math, not a promise. Roughly 7 in every 100 past contacts need your trade again in a given year. Your real numbers will differ, and the worksheet on page 7 lets you run your own. Even a small slice of those 35 conversations turning into appointments changes a month.

This kit gives you the exact three texts that start those conversations, the words to answer with when replies land, and a safe way to send. Nothing to buy. Nothing new to learn. About fifteen minutes to your first sends.

THE SYSTEM ON ONE PAGE

Three touches over ten days



After the ten days, one friendly note a month keeps you first in mind. That is the whole system. The automation companies charge monthly for runs exactly like this one. You are about to run it by hand, once, and feel how it works.

THE FIFTEEN MINUTE QUICK START

1. **Pick your ten warmest.** Past clients you liked working with, from the last few years. Ten names, not your whole list.
2. **Copy text one** from the next page and swap in the parts in gold. Thirty seconds a person.
3. **Send from your own phone,** during business hours, a few at a time, like you would text anyone.
4. **Answer with the reply scripts** on page 6 when the replies land. Most arrive the same day.

Send text two on day three to anyone who has not replied, and text three on day ten. Then stop. Restraint is what makes this feel like a person, not a campaign.

COPY, SWAP, SEND

The three texts

TEXT ONE · THE REMINDER · DAY 0

Hi **[first name]**, it is **[your name]** from **[business]**. We **[the job you did for them]** a while back and you came to mind today. How is everything going at your place?

TEXT TWO · THE OFFER · DAY 3

Quick one, **[first name]**. This month I am opening a few spots for a free **[the offer]** for past clients. Want me to hold one for you?

TEXT THREE · THE LAST CALL · DAY 10

Last note from me, **[first name]**. The free **[the offer]** spots close **[day]**. If you want one, reply YES and I will sort out the details. If the timing is off, no hard feelings at all.

Swap sheet. One master sequence serves every trade. Change three things and it sounds written for your business alone.

YOUR TRADE	THE JOB	THE OFFER
Realtor	helped you buy or sell your home	a home value review
Mortgage broker	arranged your mortgage	a renewal and rate check
Home services	the exact past job, in their words	a seasonal tune up or inspection

Seasonal hooks that lift replies: a market shift for realtors, a renewal date for brokers, a season change for home services. One real detail beats any clever line.

LET AI DO THE WRITING

One prompt writes the whole sequence

Prefer your own wording? Paste this exact prompt into Muse, ChatGPT or Grok, fill the gold parts, and it writes all three texts for your business in your situation.

Act as a copywriter for a local business. Write three short text messages that wake up past customers who have not heard from the business in over a year. The business is **[business name]**, a **[trade]** in **[city]**. The past job was **[the job]**. The free offer is **[the offer]**, and it closes on **[day]**. Message one is a warm check in that names the past job. Message two offers the free offer and asks if they want a spot held. Message three is a gentle last call before the offer closes. Keep every message under 60 words, friendly, personal, no hype, no pressure, and end message three by saying no hard feelings if the timing is off.

THEN SHARPEN IT WITH ONE FOLLOW UP

Make message two shorter, keep the free offer, and add that spots close on **[day]**.

Ask for a warmer version, a shorter version, a version for a different segment of your list. Three rounds of edits takes two minutes and the texts sound like you on your best day.

One caution worth more than the prompt: read every generated text out loud before it sends. If it sounds like an advertisement, soften it. The moment it sounds like a person, it works.

THE PART EVERYONE ELSE LEAVES OUT

When they reply

Sending is easy. The money is made in the answers. Here is a calm, ready reply for the six answers that actually come back.

YES, BOOK ME

Love it. I have **[two time options]**. Which suits you better?

NOT NOW

All good, thanks for telling me. I will check back in a few months. If anything comes up before then, this number reaches me.

WHO IS THIS

Fair question. It is **[your name]** from **[business]**. We **[the job]** back in **[month or year]**. I was just checking in.

HOW MUCH

It depends on **[the one variable]**, which is why the **[offer]** is free. I will give you the exact number in person, no surprises and no obligation.

CALL ME

Will do. Is **[time]** good for a quick call?

NO THANKS

Thanks for replying, I appreciate it. I will leave you in peace. If you ever need a hand, you know where I am.

Two rules that protect you. Never quote a final price by text; ranges invite arguments and exact numbers belong in a conversation. And if a reply carries a complaint, move it to a phone call at once. Texts are for warmth, never for debates.

SEND IT SAFELY

The preflight checklist

- [ ] Only text people who know your business and gave you their number for it.
- [ ] Send in business hours, in small batches, from your own phone or business line.
- [ ] A stop or a no means never again. No exceptions, no second tries.
- [ ] Read each text out loud once. If it sounds like an ad, soften it until it sounds like you.
- [ ] Keep the replies somewhere simple. A note on your phone beats a system you never open.

YOUR NUMBERS, YOUR LIST

Run the worksheet

People in my past client and old lead list: _____

Planning math, about 7 in every 100 will need me this year: _____

If _____ book an appointment and _____ of those close,

at my average value of $_____ each,

that is $_____ already sitting in my list.

This page is yours either way. It is also the page that tends to get taped to a wall, which is rather the point.

TWO BONUS SYSTEMS

Steal these as well

One · The missed call text back

Most missed calls never leave a message, and most callers simply ring the next business. This text goes out on its own the moment a call is missed.

THE EXACT TEXT

Sorry we missed your call at **[business]**. How can we help? Reply here and we will jump on it.

1. Find the missed call or text back setting in your phone system or CRM and switch it on.
2. Paste the text above, swap in your business name, and save.
3. Set it to fire only when a call goes unanswered, never on answered calls.
4. Test it from your own mobile. One minute of setup, years of recovered callers.

Two · The review request

Ask within a day of the happy moment, while the good feeling is fresh, and make it one tap.

THE EXACT TEXT

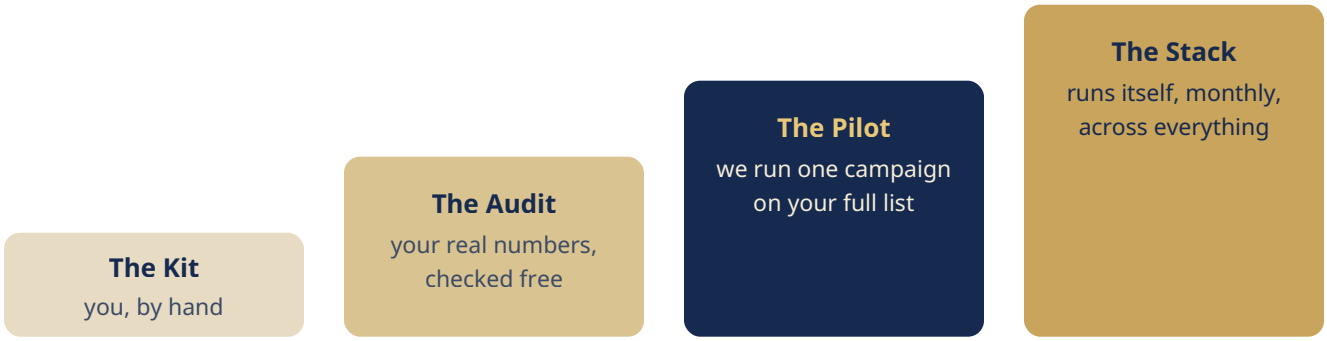
Thanks again for trusting us with **[the job]**, **[first name]**. If you have thirty seconds, a Google review helps a small business like ours more than any ad. Here is the link: **[your review link]**

Find your review link in your Google business profile, shorten nothing, and keep it saved in your notes so it is always one paste away.

YOU JUST RAN THE MANUAL VERSION

Imagine it running every single month

This kit works. It also takes your time, every time, across your whole list, forever. That is the honest trade at the heart of this page.



The Marketing Stack is this kit, industrialised: your whole list worked every month, new leads answered in under a minute, your social posted, your emails sent, your reviews requested. **$999 a month,** and the pilot fee credits toward your first month when you join within thirty days.

Rather run it yourself? Ask about The Setup. We build the whole system inside your business, wake up sequences, instant lead response, missed call text back and review requests, load your list with you, and train you to run it. One payment of **$2,999** and the keys are yours.

Your next step, free either way: book the Database Audit and we will run the worksheet math on your actual list and show you exactly what is sitting there. No pitch deck. Your numbers, on one page.

realtormarketingstack.com

The Wake Up Kit is free to keep and free to share with any owner who would use it well. Goodwill travels further than ads.