

The 10-Minute Missed-Call Rescue Pack

10 copy-paste texts, voicemail greetings and call-back openers for home-service owners who miss calls on the job, plus a free Missed Lead Cost Calculator. Free from Help With Automation · Version 2.0 · October 2026

The goal (one job, done fully): by the end of tonight, no missed call on your business line goes unanswered. Every caller you miss gets a text back or a call back, the same way every time. The 4-item setup below takes about 10 minutes. Step 4 is a 30-second-a-day count for one week.

The 10-minute setup (do this first)

1. **Re-record your voicemail** with MC7 (business hours) and MC8 (after hours) below. Both ask callers to *text* you their address and problem, so a missed call becomes a message you can answer between jobs.
2. **Save MC1 and MC2 as text shortcuts / saved replies** on your phone (iPhone: Settings > General > Keyboard > Text Replacement; Android: your keyboard's clipboard or text-shortcut setting). Use a shortcut like *;mc1*.
3. **Set one rule:** every missed call gets MC1 (or MC2/MC3 after hours) within a few minutes, and a call-back with MC10 as soon as you are free. No reply in 2 hours? Send MC5 once, then stop.
4. **Tape the 5 call-back questions** (below MC10) inside your truck or by your desk.

Step 1: See what missed calls cost you (2 minutes)

Open the free calculator, then File > Make a copy (sign in to Google first). Enter your leads per month, the share you miss, your close rate and your average job value. It multiplies them out. It's a decision aid, not a promise.

Google Sheet:

docs.google.com/spreadsheets/d/1Uq8sRHULFcw5hvFN2eEaM31OAtmNfrLQAJ8EoSE7l9s/copy

Web version: helpwithautomation.com/tools

Step 2: Fill in the blanks once

- **[Name]** = customer's first name
- **[Me]** = your first name
- **[Company]** = your business name
- **[Service]** = the job, e.g. 'water heater replacement'
- **[Day]/[Window]** = appointment day and arrival window
- **[Link]** = your booking link, estimate link, or Google review link
- **[Phone]** = your business number

Step 3: The 10 missed-call scripts

MC1. Missed call, during business hours

When: Within 2 minutes of an unanswered call while you're open · Text

Hi, this is [Me] with [Company]. Sorry I missed your call, I'm on a job right now. What can we help with? If you text me the address and what's going on, I'll call you back within the hour.

MC2. Missed call, after hours

When: Unanswered call after closing time · Text

Hi, it's [Me] at [Company]. We're closed for the night, but I saw your call. Reply with what's going on and the address, and I'll call you first thing at [time] tomorrow. If it's an emergency, reply URGENT.

MC3. Missed call, weekend

When: Unanswered call on a day you're closed · Text

Hi, [Company] here. We're off today, but your call didn't get lost. Text me a few details (what's happening, and where) and I'll call you [Monday] morning. If water, gas or power is involved and it can't wait, reply URGENT.

MC4. Missed call, emergency trades (24/7 or on-call)

When: Unanswered call when you offer emergency service · Text

Hi, this is [Company]. Sorry we missed you. Is this an emergency? Reply YES and the on-call tech will call you back right away. Otherwise, reply with the address and the problem, and we'll schedule you.

MC5. No reply to the text-back after 2 hours

When: Only if MC1-MC4 got no reply and the caller didn't call again. Send once. · Text

Hi, [Me] from [Company] again. Just making sure you got help with your call earlier. If you still need us, reply here or call [Phone]. If you're all set, no need to reply.

MC6. Repeat caller you missed twice

When: Same number missed 2+ times in a day · Text

Hi, [Me] at [Company]. I see you've tried us a couple of times, sorry about that. I'm calling you back in the next 15 minutes. If a text is easier, reply with what you need.

MC7. Voicemail greeting, business hours

When: Record on your business line · Phone

You've reached [Company], this is [Me]. I'm probably on a job. Fastest way to reach me: text this number with your address and what's going on, and I'll get right back to you. Or leave a message and I'll call you back today.

MC8. Voicemail greeting, after hours

When: Record as your after-hours greeting · Phone

Thanks for calling [Company]. We're closed right now and open again at [time]. Text this number with your address and the problem, and you'll be first on the list. For emergencies, [say what to do: press 1 / text URGENT / call the on-call number].

MC9. Calling back a Google Local Services Ads caller

When: Any missed LSA call during business hours · Phone + text

Call opener: "Hi, this is [Me] from [Company]. You called us a little earlier from Google. Sorry I missed you, I was on a job. What's going on?" If no answer, leave a 15-second voicemail and send MC1 by text.

MC10. Call-back opener (any missed caller)

When: When you call a missed caller back · Phone

"Hi, is this [Name]? This is [Me] from [Company], you called a bit ago and I couldn't pick up. Is now still a good time? ... Tell me what's going on." Then use the 5 call-back questions below and offer two appointment windows.

The 5 call-back questions (kit script SL6)

On the call-back or text thread · Checklist

1) What's going on, and when did it start? 2) What's the address? 3) Own or rent? (renters may need landlord approval) 4) How soon do you need it done? 5) Best number and name for the appointment?

Offer two windows, not an open question

"I can have someone out [Day] between [Window] or [Day] between [Window]. Which works better?"

Rules worth knowing

- Texting customers: only text people who gave you their number for this purpose (they called you, filled out your form, or asked you to text). Add "Reply STOP to opt out" to automated or marketing texts, and honor STOP right away.
- Business texting in the US: if you send texts from software (GHL/LeadConnector, Twilio, etc.), carriers require A2P 10DLC registration for your number. Your provider walks you through it. Unregistered numbers get filtered or blocked.
- Google Local Services Ads (from Google's Oct 1, 2026 notice to advertisers, quoted by Search Engine Roundtable/Search Engine Land): missed calls during business hours can now be charged as valid leads if the caller stays on the line more than 20 seconds (with exceptions). Follow-up calls can also be charged when the first call didn't qualify. A fast call-back and text-back matter more than ever on LSA calls.

Step 4: The 7-day missed-call count (30 seconds a day)

Each evening, open your phone's recent calls and log every missed call. After 7 days, circle the ones you never reached. That circled number, times your close rate and average job (the calculator in Step 1), is what missed calls cost you in a week. Your numbers, not ours.

Day	Time	Number / name	Voicemail?	Texted back (MC#)?	Reached?	Booked?

Tip: if most misses land in the middle of the working day, the voicemail + text-back setup above does most of the work. If many land after hours, MC2/MC3/MC8 matter most.

The next leak (you'll see it in your count): once missed callers start texting back, you'll have more open leads and estimates than you can keep in your head. The jobs that slip now are the estimate nobody followed up on, the lead who went quiet after one text, and the finished job nobody asked for a review.

The fix is the No-Lead-Left-Behind Follow-Up Kit (\$9.00 total): the 8-tab tracking sheet that lists who is due today and which script to send, all 61 scripts (these 10 plus first replies, no-reply leads, estimates, objections, no-shows, reviews and referrals) and 8 one-page SOPs. [Get the kit for \\$9.](#)

Run a crew or use GoHighLevel? A bigger **Home-Service Follow-Up System PRO** (trade-specific scripts for 6 trades, a jobs & reviews tracker, a seasonal reactivation calendar and GoHighLevel build sheets) is in final testing. Kit buyers will be offered it as a \$39 upgrade.