

How to Respond to a Client Inquiry

Seven word-for-word swaps for your first reply to a new inquiry: a warm opener, a clear price answer, proof, one next step and a deadline you keep.

WHAT THIS ADDS

A new inquiry is a buyer comparing you with two or three others, and the first reply is often the deciding factor. Every swap here replaces a vague or casual answer with something specific: what you focus on, what sets the price, proof from a recent job, and a set time for the next step.

When you need these lines

A new inquiry usually lands when you're busy: a call between jobs, a DM late at night, a contact form with one vague line. The quick answer is often "It depends" or "Let me know", and the lead goes quiet.

The person asking is deciding whether you sound like someone they can trust with their money. The seven swaps below turn a first reply into a clear, friendly answer with one next step.

1. Instead of "Hey, what's up?"

Say: "Thanks for reaching out! Tell me what you're working on."

Why it works: A warm start sets the tone.

2. Instead of "It depends"

Say: "Good question. Two things set the price: size and timing."

Why it works: Specifics beat a vague answer.

3. Instead of "We do everything"

Say: "We specialize in kitchens and bathrooms, so you're in the right place."

Why it works: Focus sounds like expertise.

4. Instead of "Let me know"

Say: "Can we do a ten-minute call Thursday at two?"

Why it works: A specific time gets a yes.

5. Instead of "We're the best in town"

Say: “Here are two jobs like yours from last month.”

Why it works: Show proof, don't claim it.

6. Instead of “I'll get back to you”

Say: “You'll have a written quote by Friday at noon.”

Why it works: A deadline builds trust.

7. Instead of “Just check our website”

Say: “Here's the page that answers that, plus my direct number.”

Why it works: Make the next step easy.

The whole cheat sheet

Don't say	Say instead
Hey, what's up?	Thanks for reaching out! Tell me what you're working on.
It depends.	Good question. Two things set the price: size and timing.
We do everything.	We specialize in kitchens and bathrooms, so you're in the right place.
Let me know.	Can we do a ten-minute call Thursday at two?
We're the best in town.	Here are two jobs like yours from last month.
I'll get back to you.	You'll have a written quote by Friday at noon.
Just check our website.	Here's the page that answers that, plus my direct number.

DO THIS

Write your own version of these seven lines today and keep them where you answer messages. The next time an inquiry comes in, reply with a warm opener, one specific answer and a set time for the next step.

What Fynl.io is

One portal a small business runs itself on, instead of five subscriptions that do not talk to each other.

- A CRM and pipeline that shows every lead and where it stopped
- A calendar clients can book straight into
- Quotes, contracts and invoices, with deposits taken up front
- A website and form builder, so the enquiry lands in the same place
- Your Gmail connected, so the whole thread sits on the contact
- Automations for the follow-up you keep forgetting to send

The AI runs on **your own Claude or ChatGPT key** — no markup on it. No SMS or phone calls yet. \$49/month per business, \$149 Agency, and we move your contacts over for you.

When every inquiry, call booking and quote for a lead sits in one portal like Fynl.io, it's easier to reply fast with a set time and send the quote when you said you would.