

POOL BROS MARKETING

PRESENTS

THE POOL BUILDER'S LEAD MACHINE BLUEPRINT

**The Complete System for Capturing, Qualifying, and Closing Pool Leads —
From First Click to Signed Contract**

Inside This Guide:

- ✓ Why Speed to Lead Is the Single Biggest Variable in Your Close Rate
 - ✓ The 3 Channels Every Pool Lead Comes Through — and How to Handle Each One
 - ✓ The AI Agent Conversation System — How to Qualify Leads Before a Human Touches Them
 - ✓ The First 60-Minute Response Sequence — Automated and Proven
 - ✓ The Quote Track vs. The Nurture Track — How to Run Both Simultaneously
 - ✓ Phase 1: 12 Weekly Emails and High-Intent Blog Posts for the First 3 Months
 - ✓ Phase 2: The 9-Month Bi-Weekly Authority Sequence
 - ✓ Phase 3: The 12-Month Long-Game Sequence — Because Pool Buyers Take Time
 - ✓ The Post-Purchase Sequence — How to Turn Every Customer Into a Referral Machine
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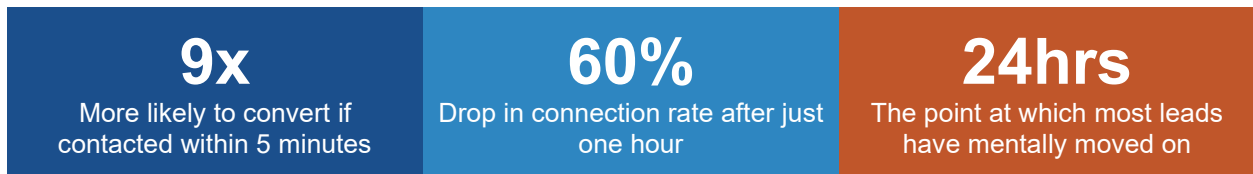
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THE SPEED TO LEAD PROBLEM MOST POOL BUILDERS HAVE

A homeowner fills out your contact form at 7:14pm on a Tuesday. They have also submitted forms to two other pool builders in your area. Who gets the job? Almost always the one who responds first. Not the cheapest. Not the most experienced. The fastest.

Studies across home service industries consistently show that a lead contacted within 5 minutes is 9 times more likely to convert than one contacted after 30 minutes. After an hour, your odds

of connecting drop by over 60%. After 24 hours, that lead has mentally moved on — even if they have not explicitly chosen someone else yet.



The solution is not working nights and weekends to respond to every form manually. The solution is a system that responds in minutes, qualifies the lead automatically, and puts the right information in front of the right person at the right time — without you having to think about it.

That system is what this guide covers. End to end. From the moment a lead clicks your ad or finds your GBP, through 24 months of follow-up, all the way to the referral ask after they swim in their new pool.

SECTION 1 — THE 3 LEAD CHANNELS

Every lead that enters your Pool Bros pipeline comes through one of three channels. The channel determines the context — how warm they are, how much they already know about you, and what the right first message is. All three channels funnel into the same GoHighLevel pipeline.

CHANNEL 1 Paid Ads	CHANNEL 2 Website & AI Agent	CHANNEL 3 Google / GBP / Organic
<p>Lead clicks your Facebook or Instagram ad, lands on the dedicated landing page. They have seen your ad creative — they already know who you are and what you do. Warmth level: Medium.</p> <p>First response: Automated SMS within 2 minutes referencing the ad they responded to.</p>	<p>Visitor lands on your website or landing page organically. The AI chat agent engages them in conversation, captures their name and contact info, and qualifies their timeline before they ever fill out a form. Warmth level: Variable.</p> <p>First response: AI agent response is immediate. Human follow-up within 5</p>	<p>Homeowner finds your GBP or website through organic search. They are actively searching — highest intent of all three channels. They call, message, or fill out a contact form. Warmth level: High.</p> <p>First response: Automated SMS within 2 minutes. Builder personal call within 15 minutes — this lead is hot</p>

	minutes after lead data is captured.	and closes at the highest rate of all three channels.
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SECTION 2 — THE AI AGENT QUALIFICATION SYSTEM

The AI chat agent lives on your landing page and website. Its purpose is not to replace the conversation with you — it is to make sure no potential customer leaves your site without giving you their contact information, and to qualify every lead before a human being spends a single minute on them.

What Makes a Good AI Agent for a Pool Builder

Most chat widgets fail because they feel like bots. They ask rigid questions in a rigid order, and the moment a visitor goes off-script, the conversation breaks down. A well-built pool builder AI agent feels like a helpful person — it adapts, it answers questions, and it earns the visitor's contact information through helpfulness rather than form-filling pressure.

THE AGENT DOES	THE AGENT DOES NOT
<ul style="list-style-type: none"> • Greet the visitor within 5 seconds of landing on the page • Open with curiosity, not a form: 'Are you thinking about adding a pool?' • Capture name and best contact method through natural conversation • Ask about project timeline to qualify intent • Answer basic FAQs — cost ranges, pool types, build timeline • Offer to connect the visitor with the builder for a real conversation • Route qualified leads into GoHighLevel automatically • Fire an SMS notification to the builder when a hot lead engages 	<ul style="list-style-type: none"> • Give exact pricing commitments without a site visit • Promise timelines or availability without human confirmation • Handle upset or frustrated customers — those go to a human immediately • Replace the builder in the actual sales conversation • Force a form submission before earning the visitor's trust • Use corporate or robotic language — it kills conversions

The Conversation Flow — Step by Step

CONVERSATION STEP	AGENT MESSAGE AND LOGIC
Greeting (within 5 seconds)	"Hey there! Thinking about adding a pool to your backyard? I can help you figure out if the timing is right — what is your first name?" Opens warm, casual, and non-threatening. First-name capture is the most important data point.
Name Captured	"Nice to meet you, [Name]! Are you just starting to research, or do you have something in mind for this year?" The answer to this question tells us immediately whether we are talking to a ready buyer or a long-nurture prospect.
If 'This Year' Response	"Awesome — we are booking projects now and I would love to connect you with [Builder Name] directly. What is the best number or email to reach you?" The urgency is real. Hot leads get contact info captured immediately and a builder notification fires within 30 seconds.
If 'Just Researching'	"No problem — that is exactly how most of our customers start. Can I send you a free guide on what a pool costs in [City] and how the whole process works? What is your email?" Softer path. Value offer in exchange for email. This lead enters the nurture sequence.
FAQ Branch (any point)	If the visitor asks a question before giving their info, the agent answers it fully first — then re-opens: 'Does that help clarify things? What is your timeline looking like?' Earning trust before the ask converts dramatically better than asking before earning.
Live Connect Offer	"Want to skip the back and forth and just talk to [Builder Name] directly? He is usually available same day and can answer everything in about 15 minutes. Want me to grab a time for you?" Offered after the agent has delivered value — not as the opening line.

★ **PRO TIP:** The AI agent should not mention that it is an AI unless directly asked. Most visitors do not think to ask — and the conversation converts better when it feels like a knowledgeable person is helping them. If they ask whether they are talking to a bot, the agent answers honestly. But it does not volunteer that information upfront.

SECTION 3 — THE FIRST 60-MINUTE RESPONSE SEQUENCE

The moment a lead enters your GoHighLevel pipeline, the clock starts. The first 60 minutes are the most critical window in your entire sales process. The automated sequence below fires without you lifting a finger — while you are on a job site, in a meeting, or asleep.

TIME	ACTION	MESSAGE / DETAIL
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0-2 min	SMS to Lead	"Hey [Name], this is [Builder] with [Company]. I just saw your message about adding a pool — we would love to help. I am on a job right now but wanted to reach out personally. What is the best time for me to call you today?" Personal tone. Not corporate. Mentions being on a job — which signals active, successful builder.
0-2 min	SMS to Builder	"New lead: [Name] just came through. Phone: [#]. Timeline: [X months]. Source: [Ad/Organic/GBP]. Call or text them now for best results." Gives the builder everything they need in one message. No logging in, no hunting for the lead — it comes to them.
2-5 min	Email to Lead	Subject: 'Your [Company] inquiry — here is what happens next.' Confirm you received their message. Set expectations for when they will hear from someone. Attach one piece of value — a link to your process page or a FAQ about pool costs. Keep the email under 150 words.
15 min	SMS #2 (if no reply)	"No rush at all — just wanted to make sure you got my earlier message. Feel free to reply here any time. Happy to answer any quick questions before we even talk." Acknowledges that they may be busy. No pressure. Keeps the line open.
1 hour	Email #2 (if no reply)	'While you are thinking it over — here is a resource on what a pool costs in [City] and what the build process looks like.' Links to blog or landing page FAQ section. Delivers value without chasing.
Same Day	Builder Personal Call	This is not automated. The builder personally calls or texts. The first human touch from the builder — their voice, their name, their genuine interest in the project — is what closes the consultation. No automation replaces this step.

The rule: the automated sequence buys you time and keeps the lead warm. But the builder's personal outreach is what converts. The automation is not a replacement for the human conversation — it is the setup for it. Every pool builder who treats the automation as their sales team loses deals they should have closed.

SECTION 4 — THE PIPELINE: QUOTE TRACK VS NURTURE TRACK

Every lead that enters your system runs on one of two tracks simultaneously. The Quote Track is for buyers who are ready to move now. The Nurture Track is for everyone else — the people who are 6, 12, or 18 months away from signing. Both tracks run in GoHighLevel. Both are automated. Neither requires daily management once built.

STAGE	QUOTE TRACK — Active Buyer	NURTURE TRACK — Research Phase
Entry	Lead requests a quote, books a consultation, or responds to the initial SMS within the first hour	Lead fills out a form, chats with AI agent, or is referred — but is not yet ready for a quote
Stage 1	New Lead — contacted by automation within 2 minutes, builder personal call same day	New Lead — enters 24-month email nurture sequence automatically. No manual action required.
Stage 2	Consultation Scheduled — builder confirms date, time, and location in GHL. Reminder SMS fires 24 hours and 1 hour before.	Month 1-3: Weekly educational emails with high-intent blog post links. One per week, 12 total.
Stage 3	Consultation Completed — notes logged in CRM, proposal timeline communicated to lead	Month 4-12: Bi-weekly authority content — project spotlights, FAQ videos, financing updates
Stage 4	Proposal Sent — automated follow-up task created for 48-hour check-in. Reminder fires if no response in 5 days.	Month 13-24: Monthly touchpoints — seasonal content, referral asks, re-engagement offers
Stage 5	Follow-Up Sequence — 3 automated touches if no response: Day 2 SMS, Day 5 email, Day 10 personal call prompt	Re-engagement trigger: if lead opens 3 emails in a row or revisits the landing page, builder gets an alert
Stage 6	Closed Won — moved to post-purchase sequence immediately. Nurture stops.	Closed Won — moved to post-purchase sequence. Nurture stops. Builder notified to send handoff message.
Stage 7	Closed Lost — re-enters a 12-month re-engagement drip at reduced frequency	Purged after 24 months of zero engagement. Clean list = better deliverability.

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STAGE

WEEKS 1-12: HIGH-FREQUENCY EDUCATION

One email per week — 12 high-intent blog posts that build trust and pull organic search traffic

The first three months of the nurture sequence are the most important. This is when you establish your expertise, build recognition, and make sure your name is the one the homeowner thinks of when they are finally ready to move forward. One email per week. Short — three to four sentences and a link to the full blog post.

WK	EMAIL SUBJECT LINE	BLOG POST TITLE	WHY THIS CONVERTS
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1	What does a pool actually cost in [City]?	The Real Cost of a Pool in [City]: What to Expect in 2025	Highest search volume question for pool buyers in any local market. Leads who open this email are actively budgeting.
2	Gunite or fiberglass — which is right for your yard?	Gunite vs. Fiberglass Pools: Which One Is Right for Your Backyard?	Early research decision-support content. Buyers researching this question are pre-purchase — and looking for an expert they trust.
3	What actually happens after you sign a pool contract?	Your Pool Build Timeline: A Week-by-Week Breakdown	Anxiety removal. Fear of the unknown is the #1 reason buyers delay. This post removes it.
4	Can you finance a pool? Yes. Here is how.	How to Finance a Pool in 2025: Options, Rates, and What to Ask	Opens the door for buyers who have ruled themselves out on budget. Often the highest-click email in the sequence.
5	Does a pool add value to your home?	How Much Does a Pool Add to Home Value? What the Data Shows	Investment framing shifts the conversation from cost to asset. High engagement from hesitant spouses.
6	What permits do you need to build a pool?	Pool Building Permits in [City]: What to Expect and How Long It Takes	Practical content that removes a real barrier. Most homeowners fear the permit process.
7	What size pool is right for your yard?	Choosing the Right Pool Size for Your Backyard in [City]	Visual and practical. Great for engagement from buyers who are actively designing in their heads.
8	What pool upgrades are actually worth the money?	Pool Add-Ons Worth the Investment: Lighting, Waterfalls, and Automation	Upsell education disguised as helpful advice. Dream-building content that increases average project value.
9	How do you choose the right pool builder in [City]?	9 Questions to Ask Before Hiring a Pool Builder in [City]	Your sales pitch in editorial form. Answer this question thoroughly and honestly — and your client wins every comparison.
10	How to maintain a pool (it is easier than you think)	Pool Maintenance 101: What to Expect as a First-Time Pool Owner	Post-purchase value that also attracts top-of-funnel research traffic. Reduces buyer hesitation about ongoing costs.
11	The full backyard oasis — what is actually possible	Beyond the Pool: Designing the Ultimate Outdoor Living Space	Aspiration and upsell. Expands the buyer's vision and your average project scope.
12	Ready to move forward? Here is exactly what happens next.	Your Next Step: How to Get a Free Pool Quote From [Company Name]	The close email. Soft, not pushy. 'If the timing feels right, here is how to get started.' CTA to book a consultation.



PRO TIP: Every blog post in this sequence lives on your website permanently. It is not just email content — it is a search engine-optimized page that generates organic traffic indefinitely. A homeowner who Googles 'how much does a pool cost in Huntsville' and

lands on your blog is a warm lead who found you for free. The email sequence and the SEO strategy are the same 12 pieces of content.

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MONTHS 4-12: BI-WEEKLY AUTHORITY CONTENT

Every two weeks — project spotlights, social proof, and market-specific content

Frequency drops to bi-weekly in Month 4. The buyer has gotten your 12 education emails. They know who you are. Now the content shifts from teaching to showing — project spotlights, testimonials, seasonal angles, and soft re-engagement touches that keep you in their orbit without overwhelming their inbox.

MONTH	EMAIL THEME	TYPE	WHAT IT DOES
Month 4	Project spotlight — a recent build in or near their city	Email + project photo	Makes it local and real. 'We just finished this pool 12 miles from you' is more powerful than any testimonial.
Month 4	What questions should I ask a pool builder?	Blog link re-send	Re-engage with the most powerful pre-decision content you have. Relevant at any stage of the buyer journey.
Month 5	Spring is the time to start — here is why	Seasonal urgency	Spring FOMO is real. Booking timelines for summer pool installs create genuine urgency in Q1 and Q2.
Month 5	Customer story — how [Name] finally got the pool they always wanted	Testimonial email	Story-driven social proof. This email format consistently drives the highest reply rate in the entire sequence.
Month 6	Mid-year check-in — are you still thinking about a pool?	Re-engagement	Simple and direct. 'No pressure — just checking in.' Invites a reply. Some leads just need permission to move forward.
Month 6	Pool technology in 2025 — automation, lighting, and remote control	Educational	Feature smart pool technology. Dream-building content for tech-interested buyers who keep pushing the timeline.
Month 7	Summer reveal — a project we just finished	Photo-heavy email	Summer finished pool photography is your best content. Warm light, beautiful water, the lifestyle fully realized.

Month 7	What is the best time of year to build a pool?	Blog link	Evergreen practical content. Relevant to buyers deciding whether to wait or to move now.
Month 8	What does the permit process actually look like in [City]?	Local educational	Specific to your market. Shows local expertise. Relevant to buyers who are close to deciding.
Month 8	What if you started planning now for next spring?	Vision + CTA	Future-pacing. Plants the seed for a Q4 start or a Q1 build without pressuring.
Month 9	10 pools we finished this season — a photo roundup	Gallery email	Portfolio social proof at scale. Let the volume of work speak. Drives profile visits and website traffic.
Month 9	Financing rates update — what pool loans look like right now	Financial update	Practical and time-sensitive. Buyers who are waiting on financing news engage strongly with this.
Month 10	Customer review spotlight — what our homeowners are saying	Trust email	Pull three real reviews. Quote the most powerful lines. Link to your Google Business Profile for more.
Month 10	Are you ready to make next year your pool year?	Year-ahead CTA	Soft ask with a clear reply option: 'Yes, let us talk' or 'Not yet — keep me posted.' Both are useful data.
Month 11	Thinking about building in spring? Here is why you plan in fall	Off-season booking	Counter-seasonal angle. Off-season builds get more crew attention, sometimes better pricing, faster timelines.
Month 11	Year-end: Our 2025 highlights and what is coming	Relationship email	Personal year-end recap. Zero selling. Pure relationship maintenance — which is what keeps you top of mind.
Month 12	Happy holidays from [Builder Name] and the team	Holiday touchpoint	Warm, genuine, no CTA. This email exists only to maintain the human connection.
Month 12	Your pool year starts with one conversation	Final Phase 2 CTA	Direct close for Month 12. Clear booking link. Easy yes or no.

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STAGE

MONTHS 13-24: THE LONG-GAME MONTHLY SEQUENCE

One email per month — presence without pressure for the buyer who takes their time

Pool buyers take an average of 6 to 18 months from first research to signed contract. The longest buyers in your pipeline take even longer. The monthly Phase 3 sequence exists for one purpose: to make sure that when they are finally ready — whether that is month 14 or month 23 — your name is the only one they think of.

MONTH	THEME	CONTENT ANGLE AND TONE
Month 13	New year, new backyard — what are you waiting for?	January energy. Vision-forward. 'This could be the year.' Light CTA with a booking link.
Month 14	Spring prep — is your yard pool-ready?	Practical spring checklist. Grading, drainage, utility locations, HOA approvals. Shows you are thinking ahead for them.
Month 15	Project spotlight — a spring build we are proud of	Fresh current-season project. Show the transformation. Include a customer quote if available.
Month 16	Know anyone who wants a pool? Our referral program	Gentle referral ask. Explain what you offer for a successful referral. Make it feel like sharing, not selling.
Month 17	Mid-year check-in — what is stopping you?	Direct and honest. Ask the question plainly. 'If timing or budget is the issue, let us talk — there may be more options than you think.' Invite a real reply.
Month 18	One year in the pool — how is it treating you?	Feature a past customer at the one-year mark. Lifestyle photo. Their words. Shows ongoing relationship and post-purchase happiness.
Month 19	Pool vs. hot tub vs. both — what homeowners actually choose	Comparison content. High engagement from buyers still defining the scope of their project.
Month 20	Fall is actually a great time to build — here is why	Counter-seasonal education. Off-season builds are faster, often more affordable, and ready by Memorial Day.
Month 21	What our customers say after their first full season	Aggregated testimonial content. Multiple homeowners, multiple pool types, multiple neighborhoods.
Month 22	Book now for spring — here is why the calendar fills faster than you think	Genuine scarcity around spring booking slots. Real data if possible: 'We are already 4 projects deep for April.'
Month 23	A personal note from [Builder Name]	Owner-voice email. No template feel. Written like a real person, talking to one reader. No hard CTA.
Month 24	Two years later — are you ready? Let us find out.	Final nurture email. Acknowledge the timeline with light humor. Clear CTA: book a call or update your timeline. Both options are offered with equal weight.

SECTION 5 — THE POST-PURCHASE SEQUENCE

The moment a lead signs a contract, they exit all nurture sequences and enter the Post-Purchase track. The goal changes completely. You are no longer trying to convert — you are trying to delight, retain, and activate referrals. A pool builder who manages the post-purchase experience well gets three things: a 5-star review, word-of-mouth referrals, and a customer who comes back for the next phase of their outdoor living project.

TIMING	TOUCHPOINT	PURPOSE + WHAT TO SAY
Contract Day	Welcome SMS	"Welcome to the [Company] family, [Name]! We are genuinely excited about your project. [Builder Name] will be in touch this week with your build schedule and everything you need to know about what comes next."
Day 3	Welcome Email	Full project overview: your dedicated point of contact, the general build timeline, what to expect in the first two weeks, and what they need to do (if anything) before excavation begins. Warm and professional.
Dig Day	Milestone SMS	"Today is the day — the excavation crew is on your property and your pool is officially underway! We will send you a photo update as soon as the dig is complete. This is one of the most exciting days of the whole build."
Steel Day	Milestone SMS	"Your rebar grid is in — this is the skeleton of your pool taking shape. Photos incoming. It is really starting to look real now."
Shell Day	Milestone SMS	"Big day — gunite application [or fiberglass drop-in] is happening today. This is the moment the pool truly becomes a pool. We will send photos as soon as the crew wraps up."
Plumbing Complete	Milestone Email	Brief update on where the project stands, what phase is next, and an updated completion estimate. Keeps the homeowner informed and prevents 'where is my pool?' calls.
Final Week	Countdown Email	'Your pool is days away from completion.' Walk through the final inspection process, the water fill schedule, and what happens at startup. Build anticipation.
Water Day	Celebration SMS + Email	"YOUR POOL IS READY. Congratulations — go enjoy every second of it. You have earned it. A quick email is on its way with startup tips and care instructions. And thank you — building your pool was an honor."
Day 7 Post-Fill	Review Request SMS	"Hey [Name], how is the pool treating you? If we earned it, a Google review makes a real difference for our small team — here is a direct link: [LINK]. It takes less than 60 seconds. Thank you either way."
Day 30	Referral Ask Email	"If any neighbors or friends have been admiring the pool, we would love to take care of them the same way we took care of you. Send them our way and we take great care of them — and we say thank you to you."

Month 6	Seasonal Check-In	Summer maintenance tips email. Invite them to share a photo of the pool in action on social media and tag the company. Start building user-generated content organically.
Year 1	Anniversary Email	Personal note from the builder. Thank them. Ask for a photo. Light referral ask. This email, more than any other, generates the long-term referrals that compound over years.

★ **PRO TIP:** The milestone SMS messages have a higher open rate than any other touchpoint in the entire sequence — including the initial welcome. Homeowners are emotionally invested in every phase of the build. Dig day, steel day, water day — these are moments they have been waiting for. Be there for each one with a message that matches the energy of the moment.

YOUR NEXT STEP

You now have the complete lead system — from the moment someone finds your GBP or clicks your ad, through 24 months of nurture, through the post-purchase sequence that turns every customer into a referral source. Every piece of this is built and managed in GoHighLevel as part of the Pool Bros Marketing system.

The system does not run itself on day one. It takes 2-3 weeks to build, test, and connect to your ad campaigns and landing page. But once it is live, it runs with minimal ongoing management — because the automations handle the timing and the sequencing, and the builder handles the conversations.

Ready to build a lead system that works while you are on the job site?

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