

SOLAR LEAD RECOVERY KIT

Money for Nothing. Leads for Free.

A practical system for turning dormant solar enquiries into conversations, surveys and measurable recovered revenue.

PLAYBOOK + TRACKER + SCRIPTS + AI PROMPTS + REVENUE MODEL

FREE VALUE UPGRADE

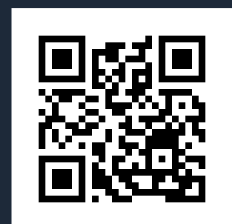
Read + listen. Make more of it stick.

I truly hope you don't just read this PDF. I hope you understand it well enough to use it.

Something I learned from Alex Hormozi: listen while you read. For many people, hearing the words while following them on the page can make it easier to stay focused and remember more.

It's completely free. Scan the QR or paste the PDF link into ElevenReader. It will pull in this guide, so you can listen while you keep reading.

PDF: relead.ing/solar-lead-recovery-kit.pdf



Start in 20 minutes.

Do not read the whole guide before taking action. Use this page, then come back when you hit a step you need help with.

1

Export

Pull old quotes, enquiries, no-shows and timing losses.

2

Open tracker

Download the free tracker and paste the leads in.

3

Filter P1

Work the highest-intent records first.

4

Send

Use the matching script. Keep the first message simple.

5

Reply

Answer positive replies fast. Ask one question at a time.

6

Book

Offer two concrete survey or call times.

7

Track

Update the sheet and measure revenue, not opens.

**Free tracker**

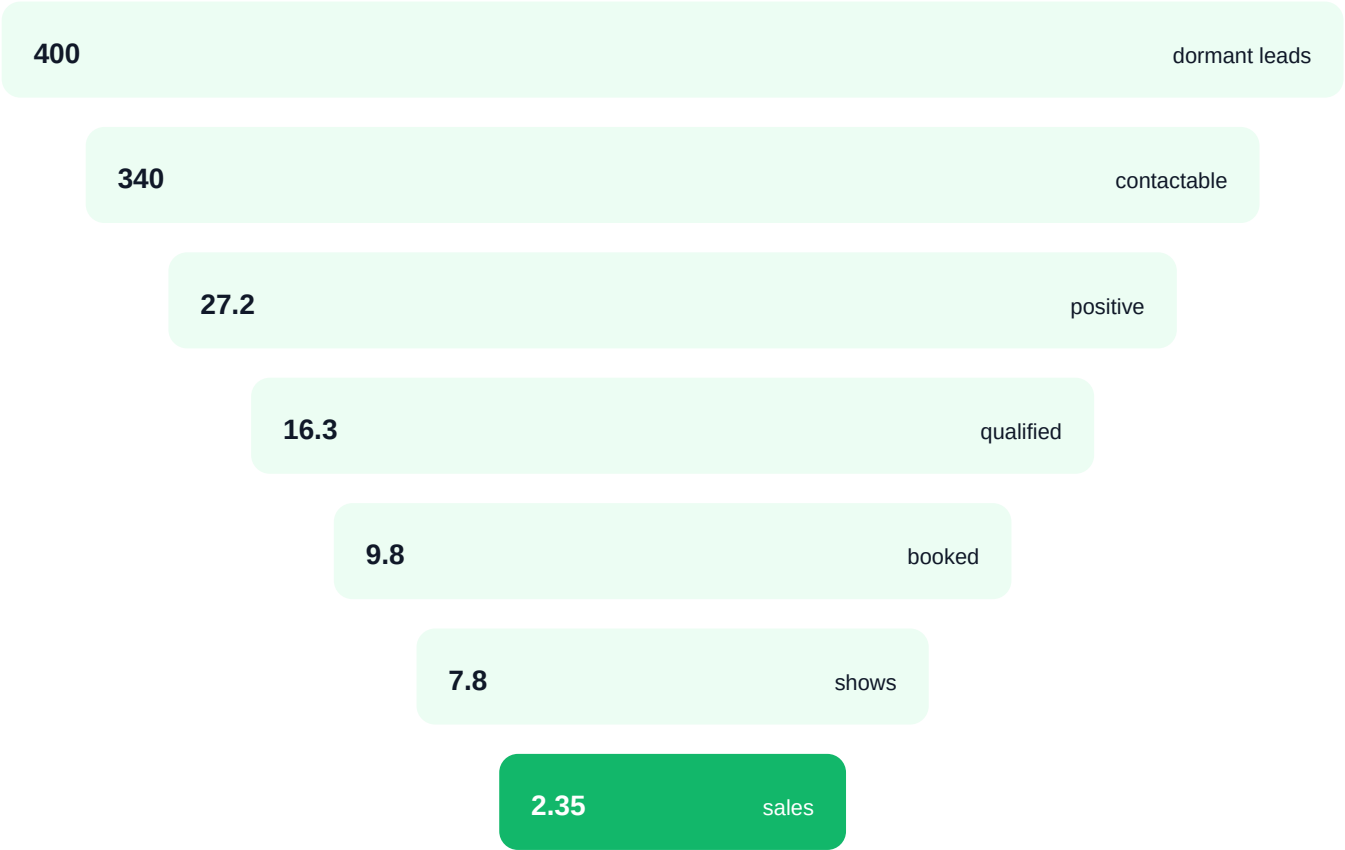
Scan or click. Download the workbook, then open it in Excel or Google Sheets. Make your own copy before adding customer data.

[OPEN FREE TRACKER](#)

Old leads are not dead. They are unmeasured inventory.

The economics become obvious once every stage is visible.

ILLUSTRATIVE 400-LEAD MODEL



~2.35

EXPECTED SALES

mathematical expectation

~£14.1k

EXPECTED VALUE

at £6,000 per sale

£12k-£18k

2-3 SALES

illustrative discrete range

Assumptions: 85% contactable, 8% positive reply, 60% qualify, 60% book, 80% show, 30% close, £6,000 average sale value. Replace every assumption with your own data.

Export context, not just names.

A reactivation message works because you know why the lead existed in the first place.

MINIMUM EXPORT

WHO

- First name
- Email
- Mobile
- Postcode

WHY

- Lead source
- System / service
- Original stage
- Lost reason

WHEN + VALUE

- Created date
- Last activity
- Quote value
- Owner

Typical CRM route

Contacts or Leads → Filter → Last activity / lost date → Choose 90+ days → Export CSV

PROMPT

If the database is messy, ask ChatGPT to map the stages

I have a dormant solar lead export. Columns: [paste headers].

Here are 15 anonymised sample rows: [paste].

Create a clean taxonomy with no more than 7 segments. Output: original stage | clean segment | why | best reactivation angle.
Do not invent missing facts.

Clean it before you send anything.

Five checks remove most of the avoidable risk and noise.

1

Remove duplicates

One person, one active record.

2

Suppress opt-outs

Do not re-add people who already said no to marketing.

3

Remove invalid data

Hard bounces, obviously bad addresses, dead numbers.

4

Decide contactability

Document why each channel can or cannot be used.

5

Keep the context

Do not throw away quote, timing, source or lost reason.

UK ELECTRONIC MARKETING: KEEP THIS SIMPLE, BUT DO NOT IGNORE IT

Email and text rules differ by subscriber type and circumstances. For individuals, consent or a valid soft opt-in may be required. The products/services soft opt-in has specific conditions, including obtaining details directly during a sale or negotiation, marketing similar services, and giving an opt-out when details were collected and in every message. Use the ICO guidance for the actual decision, not this page.

[OPEN ICO GUIDANCE](#)

Let the sheet tell you what to work first.

The tracker is not a CRM replacement. It is a queue for recovered revenue.

LEAD	SEGMENT	QUOTE	DORMANT	FIT	SCORE	PRIORITY	NEXT ACTION
Sarah H.	QUOTE	£9,800	143d	3	13	P1	Send quote reopen

Work order

P1

12-15 POINTS

Work first

old quotes, no-shows, strong timing losses

P2

8-11 POINTS

Work next

good fit, lower intent or older

P3

0-7 POINTS

Later / manual review

weak context, poor fit, very old



Use the actual sheet

The workbook calculates dormancy, scores leads, assigns priority, tracks next actions and rolls the outcomes into a dashboard.

[DOWNLOAD TRACKER](#)

One lead, from dormant to revenue.

A fictional example shows what the system is actually doing.

- 1

OLD RECORD Sarah requested solar + battery. Quote: £9,800. Last activity: 143 days ago. Lost reason: timing.
- 2

TRACKER Segment = QUOTE. Strong fit and recent enough to matter. Priority = P1.
- 3

MESSAGE "Did you end up getting the solar sorted, or is it still on the list?"
- 4

REPLY "Still interested. We held off because we were moving jobs."
- 5

QUALIFY Timing changed. Property unchanged. Both decision-makers available.
- 6

BOOK Survey offered Tuesday 5pm or Thursday 6pm. Tuesday accepted.
- 7

OUTCOME If the revised proposal closes, record the actual revenue. If it does not, record why.

The goal is not to “blast the database.” It is to resume an unfinished buying journey with the context you already earned.

Send the smallest useful message.

The first message should reopen the conversation, not make the whole sale.

COPY THIS

Old quote

Hi [First], we quoted you for solar at [postcode] a while back. Did you end up getting it sorted, or is it still on the list?

COPY THIS

Survey no-show

Hi [First], we had a solar survey lined up, then lost momentum. No problem either way. Should I close this, or send two new times?

COPY THIS

Timing loss

Hi [First], when we last spoke about solar, timing was the main blocker. Has that changed, or should I leave it for now?

COPY THIS

Price / finance

Hi [First], last time the full system did not make sense at the budget. Want me to look at a smaller setup or updated numbers?

THE TEST

If the same message could be sent unchanged to a complete stranger, it is probably not a reactivation message. Use the old context.

Do not send one message and give up.

A short sequence catches people who were busy, not uninterested.



DAY 0 REOPEN

Short contextual email or SMS. One question.



DAY 2 HUMAN NUDGE

"Just checking this did not get buried. Still relevant?"



DAY 5 OBJECTION ANGLE

Use the known blocker: timing, price, finance, survey.



DAY 10 CLOSE LOOP

"Should I close this on our side?"

STOP IMMEDIATELY WHEN

They reply

They opt out

They book

A salesperson takes ownership

The address hard-bounces

There is a complaint

Replies are where the money is made.

Automation creates openings. Humans convert them.

YES / INTERESTED

Great. Before I send times, did anything change since the original quote?

SEND INFO

Happy to. Is the main thing you want updated the price, system size, battery, or payback?

NOT NOW

No problem. Is there a month that would be sensible for me to come back to you?

PRICE

Understood. Would it help to compare a smaller system, solar first / battery later, or updated finance?

NO

Thanks for letting me know. I'll close it here.

OPT OUT

Of course. I've marked this as do not contact for marketing.

SPEED RULE

When a positive reply arrives during working hours, answer while the intent is alive. Do not let a lead go cold twice because nobody owned the inbox.

Qualify just enough to book the right next step.

Use what you know. Then find out what changed.

1

What changed?

"What has changed since you first looked at solar?"

2

Still unresolved?

"Did you install anything, or is this still open?"

3

What matters now?

"Bill reduction, payback, battery, EV, resilience, something else?"

4

Who decides?

"Who else needs to be involved?"

5

When?

"If the numbers work, when would you want this done?"

COPY THIS**Booking message**

Sounds like the next sensible step is a quick survey / updated quote. I have Tuesday at 5pm or Thursday at 6pm. Which is easier?

Two concrete options are usually easier to answer than "when are you free?".

Run a queue, not a campaign.

The sheet should tell the operator exactly what to do next.

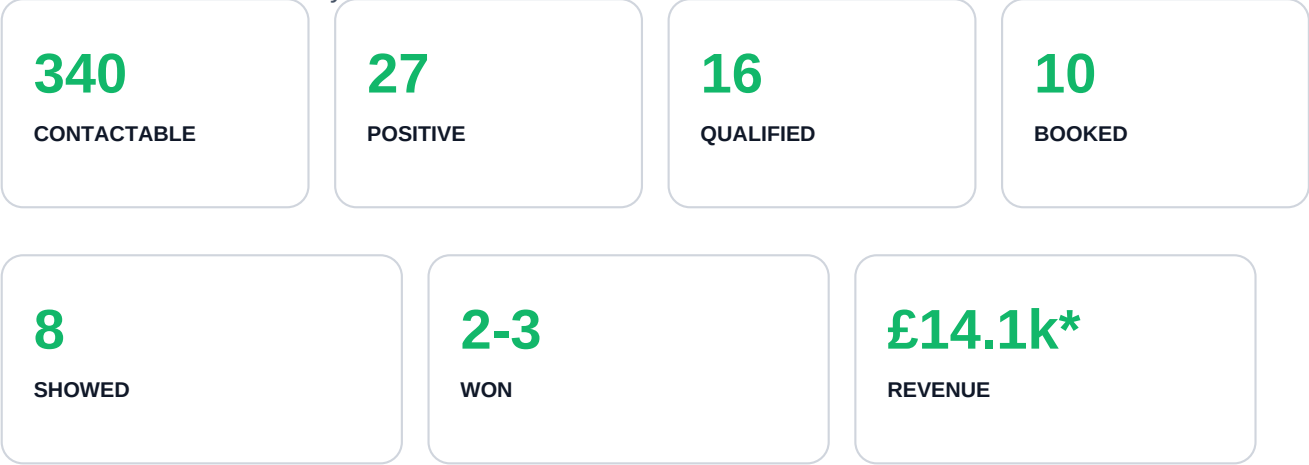
MORNING	Filter Next Action <= today. Work P1 first. Send scheduled touches.
DURING DAY	Watch positive replies. Hand off hot conversations immediately.
AFTER EACH OUTCOME	Update status, reply type, next action and revenue. No loose ends.
END OF DAY	Count positives, qualified, booked and won. Note recurring objections.

TODAY VIEW

P1	Sarah H.	Reply to positive	NOW
P1	Tom P.	Send quote reopen	09:30
P2	Priya S.	Timing follow-up	11:00

Ignore vanity metrics. Follow the money.

These seven numbers tell you where the system is leaking.



If this number is weak, look here first

Contactable	data quality / lawful channel / sender setup
Positive	segment / context / first question
Qualified	lead quality / qualification definition
Booked	reply handling / friction / time options
Showed	confirmation / reminders / commitment
Won	offer / quote / sales process

*Illustrative model from page 3, not a forecast.

Use ChatGPT to remove grunt work.

Keep human judgment for contactability, replies, qualification and sales.

PROMPT

1. Clean the database

I have a dormant solar lead export. Headers: [paste]. Here are 15 anonymised rows: [paste].

Map the messy stages into no more than 7 useful reactivation segments. Output: original stage | clean segment | reason | first-message angle. Do not invent facts.

PROMPT

2. Write one segment

Segment: [QUOTE]. Available context: [date, postcode, system, lost reason, quote value].

Write 4 short messages over 10 days. Goal: reopen the conversation. One question per message. No fake urgency, hype or unsupported savings claims.

PROMPT

3. Diagnose the pilot

Metrics: sent [], delivered [], positive [], qualified [], booked [], showed [], won [], revenue [].

Find the biggest bottleneck. Give 3 tests in priority order. Change one major variable at a time. Explain what result would make us keep or kill each test.

You can test the system before buying software.

Use the smallest stack that can safely run the pilot.

TRACK

1

Google Sheets

Use the free tracker as the working queue.

OPEN

SEND

2

Brevo

Free plan currently includes up to 300 email sends per day.

OPEN

THINK

3

ChatGPT

Draft taxonomy, variants and pilot analysis.

OPEN



Listen and read at the same time

Paste this PDF link into ElevenReader, then keep reading while the audio plays. No extra setup page needed.

relead.ing/solar-lead-recovery-kit.pdf

If ElevenReader asks for a file instead, download the PDF and use Upload a file.

OPEN PDF LINK

Get to a real pilot this week.

Do not spend a month building an internal project before a customer has replied.

DAY 1 **Export** Pull every useful lead source into one file.

DAY 2 **Clean** Deduplicate, suppress, decide contactability.

DAY 3 **Score** Paste into tracker. Work P1 first.

DAY 4 **Build** Choose scripts, sender, stop rules and reply owner.

DAY 5 **Pilot** Send 50-100. Reply fast. Log every outcome.

DAY 6 **Diagnose** Find the weakest stage. Change one thing.

DAY 7 **Scale** Expand the segment that creates qualified conversations.

THE RULE

Do not scale because opens look good. Scale because a cohort creates qualified conversations, booked surveys and revenue.

TWO VALID OPTIONS

Do it yourself. Or hand us the database.

Everything needed to run a pilot is in this kit. If you would rather not export, clean, segment, write, send, route, qualify and report it yourself, we can run the recovery process with you.



Free tracker

Download the working sheet and run the system yourself.

OPEN TRACKER



Have Re-Leading run it

Start with the free 100-lead reactivation offer and see what is actually recoverable.

GO TO RELEAD.ING

Keep the reference at the back.

Useful when you need it. Out of the way when you do not.

Tracker

Download the working Solar Lead Reactivation Tracker.

[OPEN](#)**ElevenReader**

Upload this PDF and listen while you read.

[OPEN](#)**ElevenReader help**

Official instructions for adding PDFs and other files.

[OPEN](#)**ICO**

Official UK electronic mail direct marketing guidance.

[OPEN](#)**Brevo**

Sender option. Free plan details can change.

[OPEN](#)**Re-Leading**

Free 100-lead reactivation offer.

[OPEN](#)**What this kit is designed to do**

Give a solar operator enough clarity to move from a dormant export to a controlled reactivation pilot without needing a paid CRM project, complicated automation or weeks of preparation. It is an operating guide, not legal advice and not a revenue guarantee.

Version 2 - created 1 October 2026