

[[SOLTECA_BLUEPRINT]]

LEAD_GENERATION

SYSTEMS SATELLITE

PROJECT: LEAD GENERATION PIPELINE | SYSTEM: SIGNAL PROCESSING DISH
PROCESS FLOW DIAGRAM (1:100 SCALE)

1 | Traffic & Magnets



2 | ICP Filter



3 | Generate



4 | Enrich



5 | Scoring



6 | Ranking



7 | CRM Routing



MTRL: 6061-T6 ALUMINUM
FINISH: BRUSHED ANODIZED

BASE MTRL: GRADE 50 STEEL
FINISH: HD GALV

LEGEND



PROJECT: SOLTECA_SATELLITE			
DATE: SEP 2026	DRAWING NO:	LP-001	
REVISED: OCT 2026			
REV: 1.0	DRAWN BY: ENGINEER-J	APPROVED: ENGINEER-M	REV: 1.0
SCALE: 1:100			

BUILD YOUR SATELLITE → SOLTECA.io/leadengine

[[SOLTECA BLUEPRINT]] • READ THIS FIRST

TWO WAYS TO USE THIS BLUEPRINT

This is a full lead system for a service business. It shows the problem, the promise, and the plan. The plan has 54 steps. You can build it two ways.

Way 1. Let an AI install it. No coding. No skills.

1**Upload this file**

Drop it into Claude, ChatGPT, or Cursor.

2**Type one line**

Install my Satellite. The AI asks you ten questions.

3**It builds your system**

Your filter, scores, messages, follow-up plan, routing, and 14-day launch plan.

Save it as SATELLITE.md in your project folder. From then on, the AI uses it as your operating manual.

Way 2. Use it as a workbook.

1**Print it or keep it open**

Sheets 08 to 20 hold the 54 steps and the calibration module.

2**Work the steps in order**

Each step says when it is done.

3**Run the 14-day calendar**

Sheet 20 tells you what to build and run each day.

Both ways end in the same place: a lead system that lives in accounts you own and that your team runs. This blueprint covers everything from getting attention to a scored lead landing in your CRM, plus the first-contact rules. Follow-up, show rate, and closing are their own systems.

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WHERE DOES YOUR LEAD FLOW COME FROM?

Every service business sits on one of four rungs. Most owners are stuck on rung 0 or rung 1. This blueprint moves you to rung 2.

0**Word of mouth**

Leads come from friends, past customers, and luck. Some months are full. Some months are empty.

1**Renting an agency****MOST OWNERS ARE HERE**

You pay a monthly fee. Someone else runs ads or sells you leads. You own none of it.

2**Owning your Satellite****THIS BLUEPRINT**

Leads come from channels you control. Every lead is scored by rules you wrote. You can see all of it.

3**Scaling with paid**

Once the Satellite works, you add ad spend on top of a system that no longer leaks. Ads become a dial, not a gamble.

Remember. Ads are the last rung, not the first. Owners who start with ads pay to fill a bucket with holes in it.

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YOUR STAGE • RUNG 1

RENTING ~~AN AGENCY~~

YOUR ROLE The payer	WHAT YOU OWN Almost nothing	BOTTOM LINE Leads stop the day the vendor stops	GRADUATE BY Building the system inside your business
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How owners end up here

Most owners never learned how to get their own leads. The business grew on referrals and the owner's own network. When that growth slowed, the owner looked for someone to "turn on" leads. That search leads to a lead agency. For most service businesses, it becomes an expensive loop.

The big problem

A business that cannot make its own leads has no way to tell a good agency from a bad one, and no floor under its revenue.

When the vendor is the only source, you have no leverage. You cannot check their work, because you have nothing to compare it to. If they slow down, raise prices, or lose their best buyer, your pipeline stops on the same day.

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THE SAME SEVEN THINGS, OVER AND OVER

SOLTECA has worked with, audited, or replaced more than fifty lead agencies across six industries. The deepest experience is in home improvement (solar, roofing, HVAC) and real estate. The same pattern showed up almost every time.

Pattern	What it looks like from your seat
They have never run your kind of business	They have run ads. They have never sold a roof or closed a listing. Their "framework" is an ad template with your logo on it.
Big fixed fee, no promise of results	You pay the same whether you close ten jobs or zero. The contract was written to survive that.
Shared and recycled leads	The same homeowner is sold to three companies at once. Your close rate looks like a rep problem. It is a sourcing problem.
Big promise at the pitch, excuses at the review	The sales call describes a new life. The monthly report explains why this month was special.
You own nothing	The ad accounts, pages, pixels, lists, and automations sit in their accounts. When you leave, the asset leaves with them.
Total dependence	If they slow down or lose their touch, your pipeline stops that day.
Cash risk with no cash flow	Most businesses cannot absorb a five-figure test that returns nothing. One bad quarter of fees can erase a year of profit.

There are good agencies. The point is bigger than any one vendor. Until you can make your own demand, you cannot tell good from bad, you have no leverage, and you have no floor.

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THE PROBLEM • CHECK YOUR OWN BUSINESS

THE OWNERSHIP TEST

Answer yes or no. Be honest.

Question	Yes / No
1. If your lead vendor vanished tomorrow, would new leads show up next week?	
2. Do you own the accounts where leads are captured (forms, phone numbers, ad accounts, landing pages)?	
3. Can you see, in one place, every lead from this month, where it came from, and what happened to it?	
4. Does your team call a new lead within five minutes, measured, every time?	
5. Do you know how many conversations you need each week to hit your goal?	
6. Could a new hire run your lead process from written rules on day one?	

Fewer than four "yes" answers means your lead flow is rented.

The real cost of renting

Fill in your numbers. Most owners find their true cost per customer is two to four times what the agency reported. The agency counted leads. You count closed jobs.

Line	Your number
Monthly agency and ad spend	\$
Leads delivered per month	
Leads called within 5 minutes	
Appointments set	
Jobs closed from those leads	
Revenue closed from those leads	\$
Cost per closed customer (spend ÷ jobs closed)	\$
What you keep if you cancel today	

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OWNING YOUR SATELLITE

YOUR ROLE The owner	WHAT YOU OWN All of it	BOTTOM LINE Leads keep coming with no vendor	GRADUATE BY Running the daily protocol for 14 days
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The Satellite is a seven-part signal system. Traffic enters the dish. It passes through a filter. It starts conversations. Each lead is enriched, scored, and ranked. Then it lands in your CRM, assigned to the right person, with a short note that says why it scored what it scored.

#	Part	Job	Output
1	Traffic and Magnets	Create demand on channels you own, with no ad spend. Give cold prospects a reason to raise a hand.	Engaged leads
2	ICP Filter	Define who you sell to so clearly that a machine can reject the wrong lead.	Written filter rules
3	Generate	Do daily outreach and content at a volume that makes results a matter of math.	Conversations per day
4	Enrich	Fill in the missing facts about the lead before a human touches it.	Complete lead record
5	Scoring	Grade every lead 1 to 5 against your rules, with a short note.	Score plus note
6	Ranking	Order the day's leads so your best people work the best ones first.	Ranked queue
7	CRM Routing	Create the record, assign it by area, service, and score, and start the clock on first contact.	Owned pipeline record

Two more pieces hold the dish up. The **Foundation** is your goal math, your offer, and your customer profile. The **Downlink** is your first-contact rules. A dish with no downlink collects leads that nobody calls.

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WHAT CHANGES WHEN YOU OWN IT

Every offer is judged by one simple rule. How big is the result? How sure are you that it will happen? How long does it take? How hard is it? Bigger, surer, faster, and easier wins.

Lever	Rented lead flow	Owned Satellite
The result	Leads	Steady qualified conversations and closed revenue you can trace to its source
How sure	The vendor's word	Written rules, measured speed to first call, and a weekly scoreboard you can check
How long	A 60 to 90 day "ramp"	Built in under a week. First leads inside two weeks.
How hard	A monthly fee and monthly hope	Built once. Then a one-page daily checklist your team runs.

Remember. Agencies deliver leads. The Satellite delivers a system. One is rented by the month. The other is yours for good.

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BUILD IT IN ORDER

Each step tells you when it is done. Start with the Foundation. Skip it and the seven parts fail quietly.

FOUNDATION STEPS 1 TO 8

1

Pick your 90-day revenue goal.

Write one number.

DONE WHEN The number is on the wall and the owner signed it.

2

Do the goal math backward.

Goal ÷ average job = jobs needed. Jobs ÷ close rate = sales talks needed. Talks ÷ show rate = appointments needed. Appointments ÷ booking rate = good leads needed. Good leads ÷ your qualify rate = raw leads needed.

DONE WHEN You have a weekly raw-lead number.

Example. \$600,000 in 90 days at \$12,000 a job is 50 jobs. At a 30% close rate you need 167 sales talks. At 70% show, 239 appointments. At a 25% booking rate, 955 good leads. At 50% qualified, about 1,900 raw leads over 13 weeks, or about 146 a week. If that number is out of reach, the math just told you which lever to fix first: close rate, show rate, or booking rate. Fix that before you chase volume.

3

Write your offer in one line.

Who you help, the result they get, how fast, and what happens if it does not work.

DONE WHEN A stranger can repeat it after hearing it once.

4

Name the result in the customer's words.

Pull the phrase from real calls, reviews, or intake forms.

DONE WHEN The phrase sounds natural in a customer's mouth.

5

Count your demand assets.

Past customers, dead leads, quotes that never closed, email list, phone contacts, social followers, partner lists.

DONE WHEN Every list has a size and a location.

6

Count your tools.

CRM (or spreadsheet), phone system, website forms, calendar, email domain, social accounts. Note who owns each login.

DONE WHEN Every account is in the owner's name or a company admin account.

7

Pick one main channel.

Choose the one lane where you already have the most reach or the warmest relationships. One lane at full volume beats four lanes at half.

DONE WHEN The lane is written down. The others are parked.

8

Name one decision owner and one daily operator.

The owner approves rules. The operator runs the daily list. They can be the same person for now.

DONE WHEN Both names are written next to the roles.

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PART 1 · TRAFFIC AND MAGNETS **STEPS 9 TO 16**

Demand with no ad spend comes from three lanes you can open on day one. A fourth lane, paid, comes later.

Lane	Who	How
Warm outreach	People who know you	One-to-one messages to your contacts, past customers, and partners
Cold outreach	People who do not know you	One-to-one messages to strangers who match your ideal customer
Content	Audiences	Posts, videos, and guides that pull in people who match your ideal customer
Paid (later)	Audiences	Ad spend, added only after the first three lanes prove your offer converts

9	<p>Build your warm list.</p> <p>Export every contact from your phone, email, CRM, and old quotes into one sheet: name, company, how you know them, last contact date.</p> <p>DONE WHEN The sheet has more than 100 rows. Most businesses find 300 to 1,500.</p>
10	<p>Write the warm message.</p> <p>A short, personal note. Mention how you know them. Ask one question about their situation. Make no pitch.</p> <p>DONE WHEN Under 60 words. It says nothing about your services.</p>
11	<p>Design your lead magnet.</p> <p>Pick one of three types. A</p> <p>Reveal</p> <p>shows a problem they did not know they had (an audit, a scorecard, a checklist). A</p> <p>Trial</p> <p>is a small free taste of what you sell (an inspection, a first-step review). A</p> <p>Splinter</p> <p>is step one of a bigger process, given free.</p> <p>DONE WHEN It solves one small problem in under 5 minutes and leaves them with a next problem your core service solves.</p>
12	<p>Name the magnet.</p> <p>Use one of these: [Number] + [Result] + [Time]. How to [Result] Without [Pain]. The [Adjective] [Thing] That [Does X]. [X] Mistakes That [Cost Y]. Why You Will Never [Result] Without [Z].</p> <p>DONE WHEN Three names pass the test: would your dream customer pay \$10 for it on the name alone?</p>

Build the capture point.

DONE WHEN A test submission lands in your CRM or inbox within one minute.

Write the delivery emails.

DONE WHEN The sequence sends by itself when someone opts in.

Set your content rhythm.

DONE WHEN The first ten posts are drafted and scheduled.

Define the cold lane (turn on in week two).

DONE WHEN The list source and opener are written, even if the lane starts later.

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PICK YOUR LEVERS

A dish only works when it points at a signal. There are four ways to create demand with no ad spend. Your Satellite should run at least two of them, at full volume, every day. This module helps you pick the right two, then tune the filter, the scores, the ranking, and the routing for each one.

Reach	People who know you	People who do not know you	The bar
One to one PRIVATE	Lever 1. Warm outreach Past customers, old leads, contacts, followers.	Lever 2. Cold outreach Strangers who match your ideal customer.	100 messages a day
One to many PUBLIC	Lever 3. Free content Posts, videos, and guides your audience sees.	Lever 4. Partners Other businesses that already sell to your customer.	100 minutes a day

Which levers to turn on first

If you have	Turn on
A phone full of contacts, past customers, or a CRM nobody works	Lever 1 first. It is the fastest path to cash. Add Lever 3 the same week.
A clear ideal customer and no list	Lever 2 first. Add Lever 3 so strangers can check you out.
Knowledge people ask you about, and time to write or record	Lever 3 first. Add Lever 1 to convert the attention.
Relationships with businesses that serve your customer	Lever 4 first. Add Lever 3 so partners have something to share.
None of the above	Lever 1 anyway. Everyone has more contacts than they think.

The bar

The best in the world do not work a little harder than everyone else. They work at a different size. Most businesses send ten messages a day. The best send two hundred. Most post once a week. The best post every day. Results follow volume. Volume turns luck into math.

Pick your levers. Then hit the bar every day for 14 days before you judge anything.

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WARM OUTREACH

How it works

You message people who already know you. Past customers, old leads, friends, followers, and everyone in your phone. They already trust you a little, so trust does not have to be built from zero. You are reminding them, and that is faster than convincing a stranger.

The frame

Who	Your warmest list first: past customers, old leads, followers, contacts.
What	Offer something useful right away: a free check, a quick review, your lead magnet.
Why	Frame it as help. "I noticed [problem]. Want a hand with it?"
When	Work hours, midweek. 9 to 12 or 3 to 6 in their time zone.
Where	The channel they already use with you. Text, email, DM, or a call.
How many	100 touches a day.
How often	Follow up 3 to 5 times. Most replies come after the third message.
Tone	Curious and personal. Short. Like you would text a friend.
Follow-up	No reply? Send a one-line check-in that asks one easy question.
Goal	Book the next step. Sell the conversation. Never sell in the message.

Why it works

Most businesses sit on money buried in old leads and past customers. A few hundred warm contacts can turn into real revenue within days, because the trust is already there.

Calibrate the Satellite for Lever 1

ICP filter	Relax the hard filters. A past customer outside your usual size is still worth a message. Keep the geography filter.
Scoring	Add "past customer (+2)", "old quote on file (+2)", "replied to a warm message (+1)". Warm leads start warm; score them for readiness, not fit.
Ranking	Sort replies by last purchase date, newest first. Recent customers reply and rebuy fastest.
Routing	Route to whoever knew them last. Familiar voice, faster yes.

How it works

You start real, one-to-one conversations with strangers who could use what you do. It is the most controllable way to create demand, because you decide the volume every day. Nobody has to find you first.

The frame

Who	People who pass your ICP filter. Build the list from your filter rules, a data tool, or your CRM.
What	Lead with something specific to their business: a short observation, a resource, a free check.
Why	The first message should read like help. "I saw you are [doing X]. Others like you got [Y] in under 30 days. Want the short version?"
When	Tuesday to Thursday, work hours, their time zone.
Where	Direct messages and personal email first. Text and calls after they engage.
How many	100 targeted messages a day, minimum.
How often	Follow up 3 to 7 times. The booking happens in the follow-up.
Tone	Short, curious, helpful. No hype.
Follow-up	Last touch is a polite close: "Totally fine if this is not the moment. I wanted to make sure I did not drop it on my end."
Goal	Book a call. The conversation is the conversion.

Why it works

Cold outreach gives you full control of your growth. You build your own pipeline one message at a time, and you can turn the dial up whenever you need more.

Calibrate the Satellite for Lever 2

ICP filter	Tighten every hard filter before you build the list. Cold volume with a loose filter wastes the whole day.
Scoring	Score on fit first: size, role, trigger event. Add "replied (+2)", "asked a question (+2)", "opened three or more (+1)".
Ranking	Replies first, by score. Then unopened, by fit score. Never let a reply sit under a cold list.
Routing	Route by territory or service. Cold replies need the rep who knows that market.

LEVER 3 • ONE TO MANY • PEOPLE WHO KNOW YOU **FREE CONTENT**

How it works

Attention is the fuel for every sale. Content is how you drill for it every day. Outreach starts conversations. Content makes people come to you, because they buy when they believe you understand them, and daily posts build that belief.

The rule. Give away the method. Sell the build. The people who want to do it themselves were never going to hire you. The people who value speed and certainty will pay you to do it for them.

The frame

Who	Your ideal customer only. Write to one person.
What	Solve a real problem, share a framework, or show your process. Record what you already do.
Why	Teaching builds authority. Showing your work builds trust. Both lead to sales.
When	Every day. One post a day, minimum, for as long as you are in business.
Where	One main platform where your customer already is. Repost your best work everywhere else.
How many	Ten posts a week. Three teach. Three show proof. Three tell a story. One sells.
Format	Short video for reach. Written posts and carousels for authority.
Tone	Speak simply. Write like you talk. Teach.
Call to action	Every post ends with one easy next step. "Comment GUIDE and I will send it."
Goal	Be the only name they think of when the problem gets painful enough to fix.

Calibrate the Satellite for Lever 3

ICP filter	Content pulls in everyone. Put the one qualifying question on every magnet form, and let the filter reject the rest automatically.
Scoring	Score on behavior: "downloaded the magnet (+1)", "commented or replied (+1)", "watched the video (+1)", "answered the question with a buying signal (+2)".
Ranking	Sort by number of touches in the last 7 days. The person who engaged three times this week outranks a new download.
Routing	Route magnet leads into the follow-up ladder first, then to a rep once they score 3 or higher.

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LEVER 4 • ONE TO MANY • PEOPLE WHO DO NOT KNOW YOU **PARTNERS**

How it works

You team up with businesses that already sell to your ideal customer and do not compete with you. You make it easy and worth their while to send people your way: a referral link, a short script, and a one-line way to describe what you do. When they introduce you, their trust transfers to you in seconds.

The frame

Who	Businesses that serve your customer without competing: agencies, consultants, suppliers, trades, software.
What	A clear incentive per referral. A flat fee or a share of revenue. Make it a real win for them.
Why	They get rewarded for helping their clients. You get warm leads that close faster.
When	Build the relationship before you need it. Partners send people because they believe in you.
Where	Start with your own network. People who already know your work.
How many	Five strong partners can beat five hundred cold emails.
How often	Check in every two to four weeks. Share results. Celebrate their wins in public.
Tone	A partnership. Both sides grow.
Follow-up	Send them updates, results, and stories they can pass to their clients. Equip them to sell you.
Goal	A few key relationships that send pre-sold leads every month.

Why it works

Trust compounds. When someone credible vouches for you, their reputation becomes your proof. Those leads close faster, stay longer, and spend more.

Calibrate the Satellite for Lever 4

ICP filter	Trust the partner's filter, then check yours. Hard filters still apply; the referral does not skip geography or minimum job size.
Scoring	"Referred by a partner (+2)". "Partner sent context (+1)". These leads usually start at 4 or 5.
Ranking	Referrals go to the top of the queue the day they arrive. Slow follow-up embarrasses the partner.
Routing	Route to your best closer, and notify the partner when the lead is contacted and when it closes.

A fifth valve, later. Paid ads are a real lever. They belong at rung 3 of the ladder, after the four free levers prove the offer converts and the follow-up holds. Until then, ads pay to fill a bucket with holes in it.

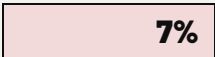
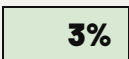
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MEET PEOPLE WHERE THEY ARE

Your market is five groups, and most of it does not know it has a problem yet. Each group needs a different message. The Satellite works when your content, magnet, and outreach each speak to the right stage.

1 · Unaware  70%	<i>"I do not know there is a problem."</i>	Make them aware. Broad posts on the topic. Simple visuals. Your point of view.	Lever 3
2 · Problem aware  15%	<i>"I know about the problem."</i>	Show solutions exist. How-to guides. Results. Email and text follow-up.	Levers 3, 1
3 · Solution aware  7%	<i>"I know solutions exist."</i>	Introduce your way. This way versus that way. Benefit posts. Quizzes and scorecards.	Levers 3, 2
4 · Product aware  5%	<i>"I know about you."</i>	Show why you. Side-by-side comparisons. Short demos. Customer stories.	Levers 1, 2, 4
5 · Most aware  3%	<i>"I am ready to buy."</i>	Make it easy to act. Clear next step. Real deadline or capacity. A guarantee.	Levers 1, 4

How this tunes the Satellite

Traffic and magnets	Your posts speak to stages 1 and 2. Your magnet moves people from stage 2 to stage 3. Your outreach speaks to stages 3 to 5.
ICP filter	Add one soft filter: awareness stage. A stage 1 lead is a fit for nurture, never for a sales call.
Scoring	Stage 4 or 5 signals (asked about price, compared you to someone, asked for a time) add +2. Stage 1 or 2 signals (downloaded, read, watched) add +1.
Ranking and routing	Stage 4 and 5 leads go to a rep today. Stage 1 to 3 leads go to the follow-up ladder with content that matches their stage.

Reference: Eugene Schwartz, Breakthrough Advertising. Percentages are typical market splits, shown for planning.

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PART 2 · ICP FILTER **STEPS 17 TO 22**

17	Profile your best ten customers. Highest profit, easiest to serve, most likely to refer. Note industry, size, location, what triggered the buy, who decided, and how they found you. DONE WHEN All ten rows are filled.
18	Write the hard filters. Must-haves: area, minimum job size, property or company type, decision power. Fail one and the lead is out. DONE WHEN Every filter is a yes/no test a machine could run.
19	Write the soft filters. Nice-to-haves that raise or lower priority: urgency, budget signs, referral source, timing. DONE WHEN Each soft filter has a point value.
20	Write the disqualifiers. Competitors, out of area, wrong service, price shoppers with no timeline, duplicates. DONE WHEN Each one has a written response: polite no, referral, or archive.
21	Pick the one qualifying question. The one question that splits buyers from browsers. "When do you want this done?" "Are you the owner?" "What is the property address?" DONE WHEN The question is live on every form.
22	Test the filter on last month's leads. Run the last 50 leads through by hand. DONE WHEN It would have kept the leads that closed and cut most of the ones that wasted time.

PART 3 · GENERATE **STEPS 23 TO 30**

The Rule of 100. Do 100 main actions per day on your main lane. Volume turns luck into math.

23	Set the daily quota. Warm: 100 personal messages a day until the list runs out, then 100 follow-ups. Cold: 100 new contacts a day. Content: one post a day plus 100 comments on posts your ideal customer reads. DONE WHEN The quota is written and the operator has blocked the time.
24	Build the outreach tracker. One sheet or CRM view: contact, lane, date sent, reply yes/no, outcome, next action. DONE WHEN Yesterday's 100 actions show in it.

25	Write the reply playbook. For each common reply (interested, not now, wrong person, question, objection) write the exact next message and next action. DONE WHEN The operator can answer any reply in under two minutes with no help.
26	Send the first 100 warm messages on day one. DONE WHEN The first replies are logged.
27	Ask every warm contact for one intro. After a reply: "Who is one person you know dealing with [problem]?" DONE WHEN The ask is in the reply playbook.
28	Post on day one. DONE WHEN Post one is live and the operator commented on 100 posts.
29	Start cold outreach in week two. Only after warm and content are running. DONE WHEN The cold list passed the Part 2 filter and the first 100 messages are out.
30	Run the weekly More, Better, New review. More: raise volume on what got replies. Better: fix the message or magnet that fell flat. New: add one new angle or lane only after the main lane hits quota. One test a week. DONE WHEN The review is on the calendar with a written log.

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PART 4 · ENRICH **STEPS 31 TO 35**

31	List what a rep needs before the first call. Full name, direct phone, email, company or property, location, role, source, timing, one line of context. DONE WHEN <i>The list is written.</i>
32	Match each field to a source. Form answer, public web, company site, property record, social profile, your own history with them. DONE WHEN <i>Every field has at least one source.</i>
33	Enrich only leads that pass the hard filters. Filling in data before filtering wastes time on leads you will reject. DONE WHEN <i>The rule is written into the process.</i>
34	Build the enrich step. Manual on day one: the operator spends up to three minutes per lead completing the record. Automate later once volume earns it. DONE WHEN <i>Every new lead reaches the CRM with the Step 31 fields filled or marked unknown.</i>
35	Check your own history. Past customer? Old quote? Old complaint? DONE WHEN <i>The check happens before scoring.</i>

PART 5 · SCORING **STEPS 36 TO 41**

36	Write your lead rules. Start with 10 to 15 yes/no rules that describe a good lead in your business. Mature systems carry 50 or more. Each rule has points. "Decision maker confirmed (+2)." "Timeline inside 60 days (+2)." "Inside service area (must)." "Asked three competitors for quotes (-1)." DONE WHEN <i>The rules are written and the owner approved them.</i>
37	Turn points into a 1 to 5 score. Set the point range for each score. DONE WHEN <i>Anyone on the team can score a lead in under a minute.</i>
38	Write the note format. Three lines: why it scored that way, the one most important fact, and the best first move. DONE WHEN <i>A rep can read the note and start the call.</i>
39	Score last month's leads by hand. Compare scores to what really happened. DONE WHEN <i>Fives closed at a clearly higher rate than twos. If not, fix the rules.</i>

40	Set the score thresholds. Which scores get called now, which go to follow-up, which go to long-term nurture, which get archived. DONE WHEN Each score has one destination.			
41	Review the rules monthly. Check them against closed results. DONE WHEN The review is on the calendar.			
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PART 6 · RANKING **STEPS 42 TO 45**

42	Set the sort order. First by score. Then by time since it arrived (older first, to protect speed). Then by job size or urgency. DONE WHEN The order is written.
43	Build the daily queue. One view the team opens each morning: today's leads in order, with note and next action. DONE WHEN The queue exists and is fresh every morning.
44	Match rep to rank. The highest scores go to the person with the best close rate. DONE WHEN The rule is written.
45	Clear the queue every day. Every lead gets its action before the day ends. Nothing rolls over unworked. DONE WHEN The rule held for five working days in a row.

PART 7 · CRM ROUTING **STEPS 46 TO 51**

46	Set up one pipeline with written stages. New · Contacted · Qualified · Appointment Booked · Appointment Held · Proposal Sent · Closed Won · Closed Lost · Nurture. Each stage has one line that says what must be true to be there. DONE WHEN The stage rules are written inside the CRM where every user can see them.
47	Every lead lands in the same pipeline. Every lane feeds one place. Source is tagged. Duplicates merge. DONE WHEN A test lead from each lane shows up with the right source.
48	Write the routing rules. By area (who covers where), by service (who sells what), by score (who gets the fives). DONE WHEN Every combination has one owner and a backup.
49	Start the first-contact clock. The moment a record is created, the clock runs. Log the time of the first call attempt. DONE WHEN The CRM shows minutes-to-first-touch on every record.
50	Track the four numbers. Speed to first call. Percent of good leads that booked. Show rate. Close rate by source. DONE WHEN All four are on one weekly scoreboard.

51

Put ownership in writing.

CRM, phone numbers, forms, domain, lists, and automations all sit in company accounts with the owner as admin. Any vendor is a user, never the owner.

DONE WHEN The owner can log into every one of them without asking anyone.

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DOWNLINK • FIRST CONTACT **STEPS 52 TO 54**

The Satellite just delivered a scored, ranked, routed lead. The downlink turns that lead into a conversation. This is where most businesses lose the money they just spent getting the lead.

52**Set the first-contact standard.**

Target: first attempt within 60 seconds. Hard limit: five minutes. Method: two calls back to back, then a text. Stay on whatever channel they answer on.

DONE WHEN The standard shows on the Step 50 scoreboard.

53**Write the follow-up plan for leads who do not answer.**

Twice a day for two days. Once a day for four days. Long-term nurture after day ten. Every touch is short, personal, and points back to the magnet or the question they asked.

DONE WHEN The plan is scheduled in the CRM or on the operator's daily list.

54**Book the next meeting before the call ends.**

From every conversation, book the next one before you hang up.

DONE WHEN The rule is in the playbook and call notes show the next step booked.

That is the whole system. Fifty-four steps. Built on accounts you own.

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THE 14-DAY LAUNCH CALENDAR

Build in the morning. Operate in the afternoon. Most businesses see first replies on day three and the first booked appointment inside week one, because the warm lane runs on relationships you already have.

Day	Build	Operate
1	Steps 1 to 8 (Foundation)	
2	Steps 9, 17 to 21 (warm list, filter)	
3	Steps 10, 11, 12 (message, magnet, name)	First 100 warm messages
4	Steps 13, 14 (capture point, delivery emails)	100 warm · first post
5	Steps 23 to 25, 46 to 48 (quota, tracker, playbook, pipeline, routing)	100 warm · post · 100 comments
6	Steps 31 to 35 (enrich)	Warm follow-ups · post
7	Steps 36 to 41 (scoring)	Follow-ups · post · score the week's leads by hand
8	Steps 42 to 45, 49 to 51 (ranking, clock, tracking, ownership)	Queue live · clock running
9	Steps 16, 22 (cold lane defined, filter tested)	100 actions · post
10	Steps 52 to 54 (downlink)	100 actions · post · follow-up plan live
11	Step 29 (cold launch)	100 warm follow-ups · first 100 cold · post
12		100 cold · warm follow-ups · post
13		100 cold · post · intro asks
14	Step 30 (first More, Better, New review)	Scoreboard: speed, booked %, show %, close %

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INSTALL MY SATELLITE

Owner: if you uploaded this file and typed "Install my Satellite", the AI runs this sheet. You can also paste the prompts at the bottom yourself.

Instructions to the assistant

You are the Satellite Installer. Your job is to set up the system in Sheets 06 to 20 for this one business, using only what the owner tells you. Do not invent results, customer names, or numbers. Ask before you assume. Build one piece at a time and confirm each before the next.

Phase A. Interview. Ask three to five questions at a time. Wait for answers.

1. What do you sell, to whom, where, and at what average job value?
2. What is your 90-day revenue goal?
3. Your close rate, show rate, booking rate, and monthly lead count, as best you know. Say "unknown" if unknown.
4. Describe your best ten customers (industry, size, place, what triggered the buy, who decided, how they found you).
5. Which lists exist today (past customers, dead leads, unsent quotes, email list, phone contacts, followers) and about how big is each?
6. Which tools exist today (CRM, phone, forms, calendar, email domain, social) and who owns each login?
7. Which one channel has the most reach or the warmest relationships?
8. Who decides, and who will run the system each day?
9. What result do customers say they wanted, in their own words?
10. What do you believe is the one biggest thing blocking growth right now?
11. Which of the four levers (warm outreach, cold outreach, free content, partners) do you use today, and what do you have for each: a contact list, an audience, partner relationships?

Phase B. Build, in this order. Label each block.

1. Goal math (Step 2) with a plain line on which lever to fix first.
2. One-line offer (Step 3), three versions.
3. ICP filter (Steps 18 to 21): hard filters, soft filters with points, disqualifiers with responses, the one question.
4. Lead magnet (Steps 11 and 12): type, one paragraph, three names, and the next problem it creates.
5. Warm message (Step 10) and intro ask (Step 27).
6. Cold opener (Step 16), two versions under 40 words.
7. Content plan (Step 15): ten post topics, each with problem, fix, and call to the magnet.
8. Reply playbook (Step 25): interested, not now, wrong person, question, and the three most common objections in this industry.
9. Lead rules and score bands (Steps 36 and 37): 12 to 15 rules with points, and the 1 to 5 bands.
10. Note template (Step 38).
11. Pipeline stages (Step 46) and routing rules (Step 48).
12. Daily operator checklist: quota (23), queue (43), first contact (52), follow-up (53), next meeting (54).
13. 14-day calendar (Sheet 20) set to the owner's start date and capacity.
14. Weekly scoreboard (Step 50) with the four numbers and targets.

Phase C. Keep operating.

After install, act as the operator's helper. Score leads the owner pastes in. Draft replies from the playbook. Run the weekly More, Better, New review from the scoreboard. When the owner reports a result, ask for the four numbers and update the math.

Rules for the assistant

- Keep every message the owner will send under 60 words unless asked otherwise.
- Write in plain, complete sentences. No hype.
- Do not suggest paid ads until warm, content, and cold are all at quota and the four numbers are steady for two weeks.
- If the owner asks for something outside this document, say so, and point to the part of their own plan that comes closest.

Prompts the owner can paste

Install my Satellite. Run Phase A of Sheet 21 and interview me.

Here are my answers. Build Phase B, item 1, and stop.

Score this lead against my lead rules: [paste lead details]

Run my weekly review. Speed [x] min, booked [x]%, show [x]%, close [x]%.

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THE BOTTOM LINE

OWN THE DISH.

Rung 1 pays every month for leads it never owns.

Rung 2 builds the system once and keeps it for good.

You now hold the full plan. Fifty-four steps. Seven parts. A 14-day calendar. An AI that will build it with you. The only thing left is the daily protocol, and that takes one page.

Remember

Fix the leak before you buy more water. Call every lead inside one minute. Do 100 actions a day on one lane. Score every lead with rules you wrote. Keep every account in your own name.

Do those five things for 14 days and you will have something most businesses never get: a lead system that nobody can take away.

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NEXT STEP

TWO WAYS TO INSTALL IT

Build it yourself.

Everything you need is in Sheets 08 to 21. Work the 14-day calendar. Run the daily quota. Check the scoreboard every week.

Have it built inside your business.

SOLTECA installs the Satellite in your accounts, on your domain, with your team as the owners. Apply at the link below. The application takes about four minutes.

solteca.io/leadengine

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SCORING TEMPLATE

Rule	Type	Points	Yes / No
Inside service area	Must		
Decision maker confirmed	Soft	+2	
Timeline inside 60 days	Soft	+2	
Job size above minimum	Soft	+1	
Referred by a customer	Soft	+2	
Answered the one question with a buying signal	Soft	+1	
Past customer or old quote on file	Soft	+1	
Asked three or more competitors for quotes	Soft	-1	
Out of area, wrong service, competitor	Out		

Score	Points	Where it goes
5	8 or more	Call now, by your best closer
4	6 to 7	Call now
3	4 to 5	Same day, normal follow-up
2	2 to 3	Follow-up, then long-term nurture
1	0 to 1	Long-term nurture or archive

DAILY OPERATOR CHECKLIST

1. Open the ranked queue.
2. Call every new lead within five minutes. Two calls, then a text.
3. Run the follow-up plan for every lead who did not answer.
4. Do 100 actions on the main lane.
5. Post today's post. Leave 100 comments.
6. Log every action and reply in the tracker.
7. Book the next meeting before any call ends.
8. Clear the queue before the day ends.

WEEKLY SCOREBOARD

Number	Target	This week	Last week
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Speed to first call (minutes)	Under 1 (limit 5)		
Main lane actions done	500 a week		
Raw leads	From Step 2		
Good leads (score 3+)	From Step 2		
Good leads booked	25%+		
Show rate	70%+		
Close rate	30%+		
Revenue closed, by source			

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