lumin42

# Free sample
# High Intent Engine

One complete playbook from the Vault, free, plus the full list of what's inside. For any UK small business that gets enquiries and wants to know which ones to chase first. Doable yourself, no coding, no setup from us.

1 full playbook | 12 in the full Vault | £47 for the full Vault

lumin42.com/high-intent-vault

## What's inside the full Vault

12 step-by-step playbooks and 23 copy-paste templates in a members web app. Tick steps off as you go; it remembers your progress on phone or computer.

| Section | Playbook | Time |
|---|---|---|
| Find the right leads | **Write your ideal customer in one page** | 1 hour |
| Find the right leads | **List the trigger events that create demand** | 45 minutes |
| Find the right leads | **Spot buying signals by business type** | 45 minutes |
| Find the right leads | **Find leads in public, permitted places** | 30 minutes a week |
| Score every lead | **Score every lead out of 100** (this sample) | 30 minutes, then 1 minute per new lead |
| Score every lead | **Calibrate the score with your own results** | 30 minutes a month |
| Score every lead | **Respond fast: the override and speed rules** | 1 hour to set up |
| Act fast, follow up, stay legal | **Reply scripts for hot leads** | 45 minutes |
| Act fast, follow up, stay legal | **Follow up warm leads without nagging** | 1 hour to set up |
| Act fast, follow up, stay legal | **Nurture early-interest leads** | 1 hour a month |
| Act fast, follow up, stay legal | **Contact people legally (PECR and UK GDPR basics)** | 1 hour |
| Act fast, follow up, stay legal | **Run a 20-minute weekly pipeline review** | 20 minutes a week |

# Sample playbook: Score every lead out of 100

Every current lead scored with the 100-point score in the lead scorer, sorted so you know who to contact first.

| Time | Cost | Level |
| --- | --- | --- |
| 30 minutes, then 1 minute per new lead | Free | Beginner |

## Why it matters

A single score turns gut feel into a consistent decision: who gets a call today, who gets a helpful email, and who goes on a slower list. The five parts below are a starting point. You'll adjust them to your own results in the next playbook.

## Tools

- The lead scorer in this Vault (Lead scorer, in the menu)
- Your signals cheat sheet

## Steps

1. **Learn the five parts:** Problem fit (25): do they have a problem you solve? Engagement (20): have they replied, asked questions, come back? Urgency (20): is there a deadline or a reason to act soon? Buying intent (25): have they asked for price, a call, a demo or a proposal? Commercial fit (10): can they afford it and is the decision-maker involved?
2. **Score using the descriptions, not your mood:** In the lead scorer, pick the description that matches what the lead has actually said or done. If you don't know, pick the lower option and find out.
3. **Apply the override:** If a lead has directly asked to buy, book or get started, tick 'Asked to buy or book'. They go to the top, whatever their score.
4. **Read the band:** 70 to 100 is hot: contact the same working day. 45 to 69 is warm: a helpful follow-up within one working day. 20 to 44 is early interest: nurture. Under 20 is not now.
5. **Re-score when something changes:** A reply, a new question or a missed meeting changes the score. Update it the same day so the list stays true.

## Copy-paste templates

**The 100-point score:**

Problem fit 0–25 | Engagement 0–20 | Urgency 0–20 | Buying intent 0–25 | Commercial fit 0–10
Override: asked to buy or book = top of the list
Bands: 70+ hot (same day) · 45–69 warm (1 working day) · 20–44 nurture · under 20 not now

**Score note (one line per lead):**

[Date] [Lead] scored [__]: fit [__], engagement [__], urgency [__], intent [__], commercial [__]. Next action: ___ by ___.

## Done when

- All current leads scored
- Override used for direct requests
- Hot leads contacted the same day
- Scores updated when something changes
- Leads exported to a spreadsheet weekly as a backup

## Avoid these

- The score is a guide, not a prediction. A low score doesn't mean ignore them; it means 'not first'.
- Leads in the scorer live in this browser. Use 'Export CSV' weekly to keep a copy.

## The 90-day quick start in the full Vault

1. Day 1: Write your ideal customer profile and list your trigger events (playbooks 1 and 2).
2. Day 2: Make your signals cheat sheet, then score every current lead in the lead scorer (playbooks 3 and 5).
3. Day 3: Set your response times and notifications, and adapt the hot-lead scripts (playbooks 7 and 8).
4. Day 4: Write your contact rules card and check every lead's source (playbook 11).
5. Week 2: Start the weekly 30-minute lead routine and the warm follow-up plan (playbooks 4 and 9).
6. Every week: 20-minute pipeline review. Every month: calibrate the score against your results (playbooks 12 and 6).

**Get the full High Intent Engine**
All 12 playbooks and 23 templates, £47 one-off, lifetime access, instant access after payment. See inside: lumin42.com/high-intent-vault

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