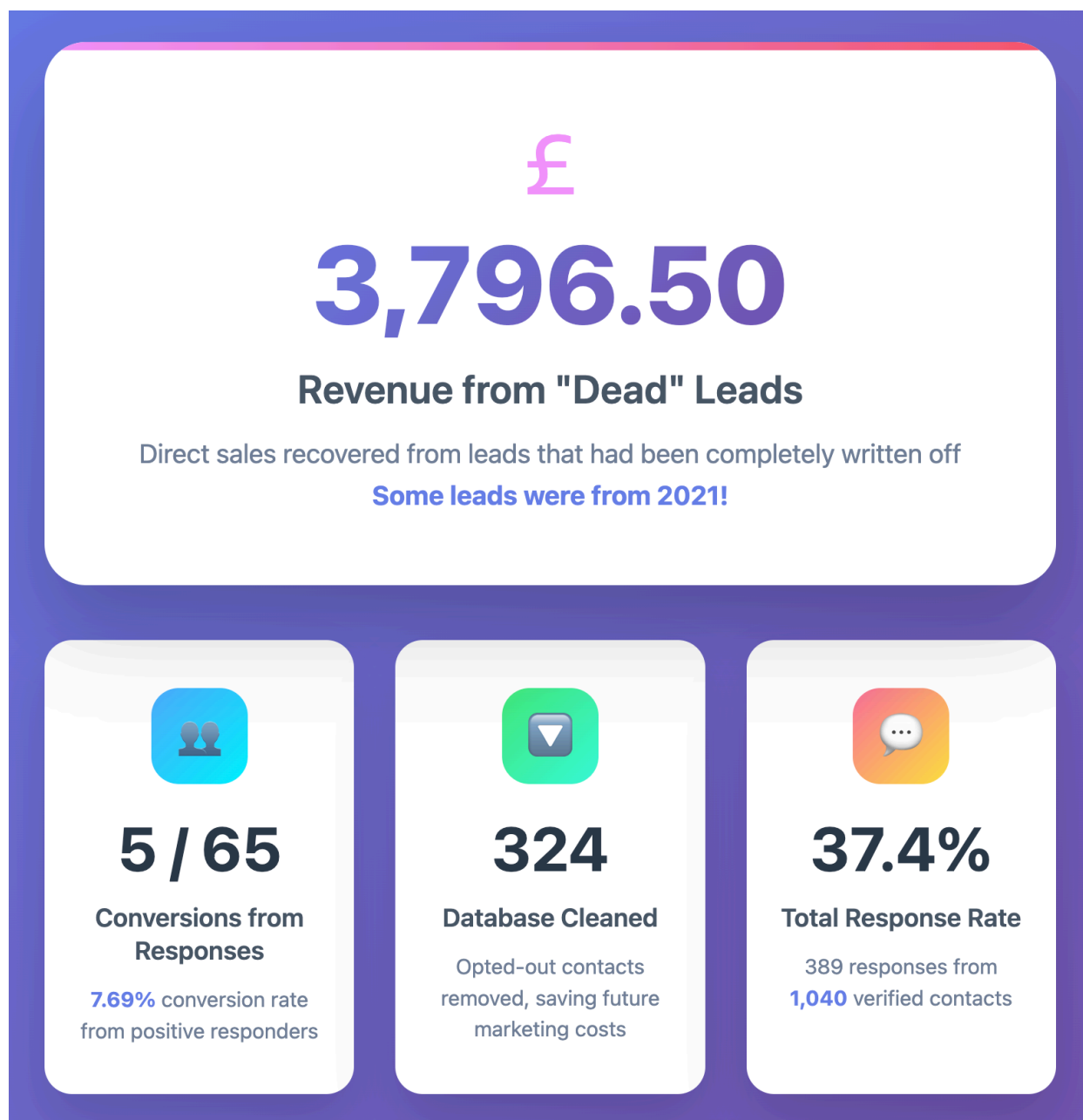


## **How One UK Business Generated £3,796.50 from "Dead" Leads in 30 Days Using AI-Powered SMS Reactivation.**

Most businesses treat old leads like expired inventory - write them off and move on.

But what if those "dead" leads aren't actually dead? What if they just need the right approach to come back to life?

The stats below are from a UK car detailing business using **Dead Lead CPR** (Cash Producing Resuscitation).



Like any business with an aging database...

They had **thousands of leads** sitting dormant for **18 MONTHS to 4 YEARS** that were written off as... *"just didn't convert"*

Here's what most businesses do with old leads:

The lead comes in hot from paid ads or word of mouth.

It gets **hammered with calls and emails for a few weeks.**

When they don't convert, they get dumped into the "**dead lead graveyard**" - never to be touched again.

Instead of letting those leads collect dust...

We deployed our **PulseBot** to perform CPR on their "**flatliners**".

*(Our PulseBot is an AI that brings dead leads back to life using **SMS conversations** - hence Dead Lead CPR: Cash Producing Resuscitation)*

Out of those **ANCIENT** leads...

Multiple prospects responded instantly via SMS

Several booked appointments directly through text messages...

And the revenue?

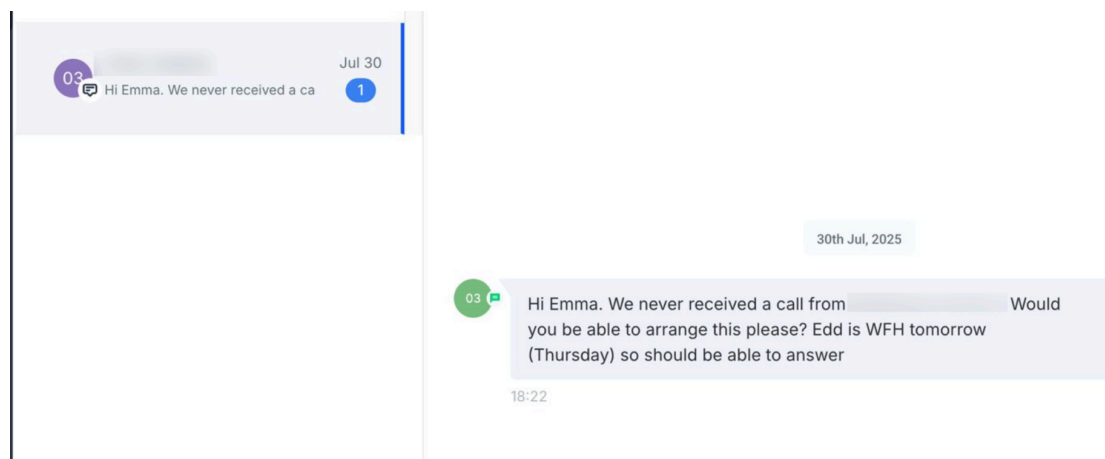
**£3,796.50 in just 30 days**

... from leads they had **completely written off 18 MONTHS to 4 YEARS AGO.**

Think about that - leads from **2021** were still converting!

But here's where it gets REALLY interesting.

Even **AFTER** we finished the 30-day trial, leads were **STILL responding** to the messages a month later.



***Claire reached out a full month after the trial had ended — asking for a callback.***

*Why? Because the first callback (after the initial PulseBot re-engagement) hadn't happened for whatever reason.*

*And here's the key point: even with that missed follow-up, the lead was still engaged enough to chase it up themselves a month later. That's how powerful the re-engagement was.*

Think about that for a second.

These aren't just one-time sales. These are **reactivated relationships** that can generate revenue for months to come.

Even a month later — with no follow-up call — the lead was still chasing the business. That's the power of re-engagement.

## **How Does Dead Lead CPR Work?**

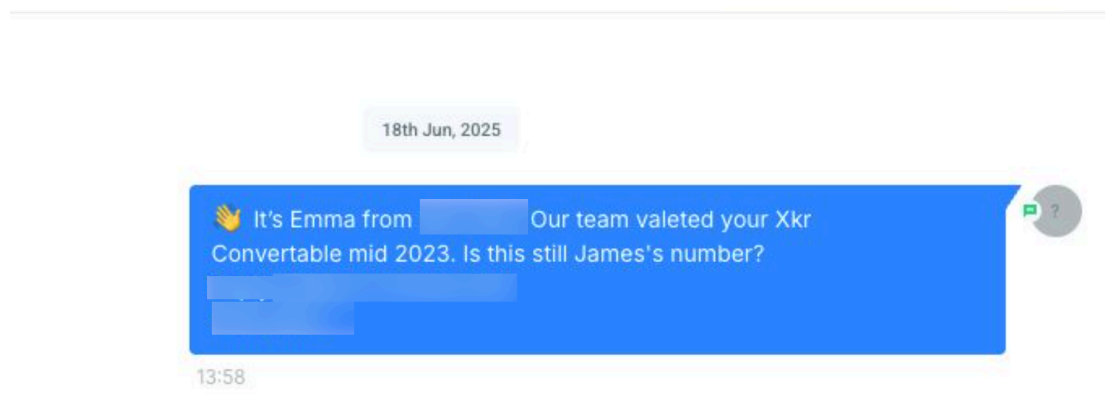
Why Dead Leads Suddenly Come Back to Life

Three psychological triggers make this work:

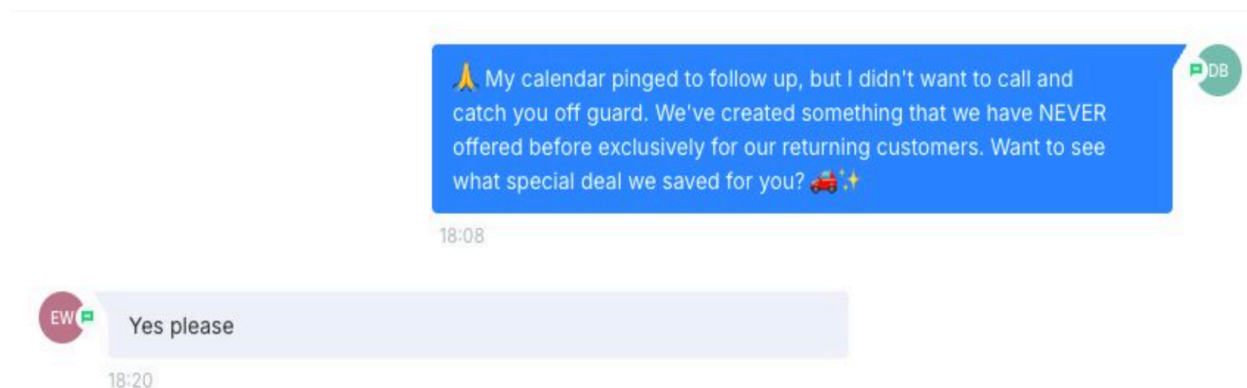
1. **The Familiarity Factor** - "It's Emma from Company. Our team valeted your Xkr Convertible mid 2023. Is this still James's number?" This isn't a cold pitch; it's a warm reminder of a past relationship.
2. **The Exclusive Offer Hook** - "We've got some serious VIP offers running this week (way better than what's advertised 😊)." Everyone wants to feel special, especially past customers.
3. **The Soft Exit Strategy** - When the PulseBot says "Won't bother you again," it triggers loss aversion. Suddenly, the lead realises they might miss out forever, prompting immediate action.

These are **actual SMS conversations** between our PulseBot and leads that had been dead for **YEARS**.

The AI PulseBot kicks off each conversation in a personal way to ‘ring a bell’ in the prospect’s mind. To get that “ohhh yeah, I remember now” response which is why they text back.



The next message sets up the **VIP offer** that makes the lead think "wait, am I missing out?" which triggers their curiosity to respond.



Or this response



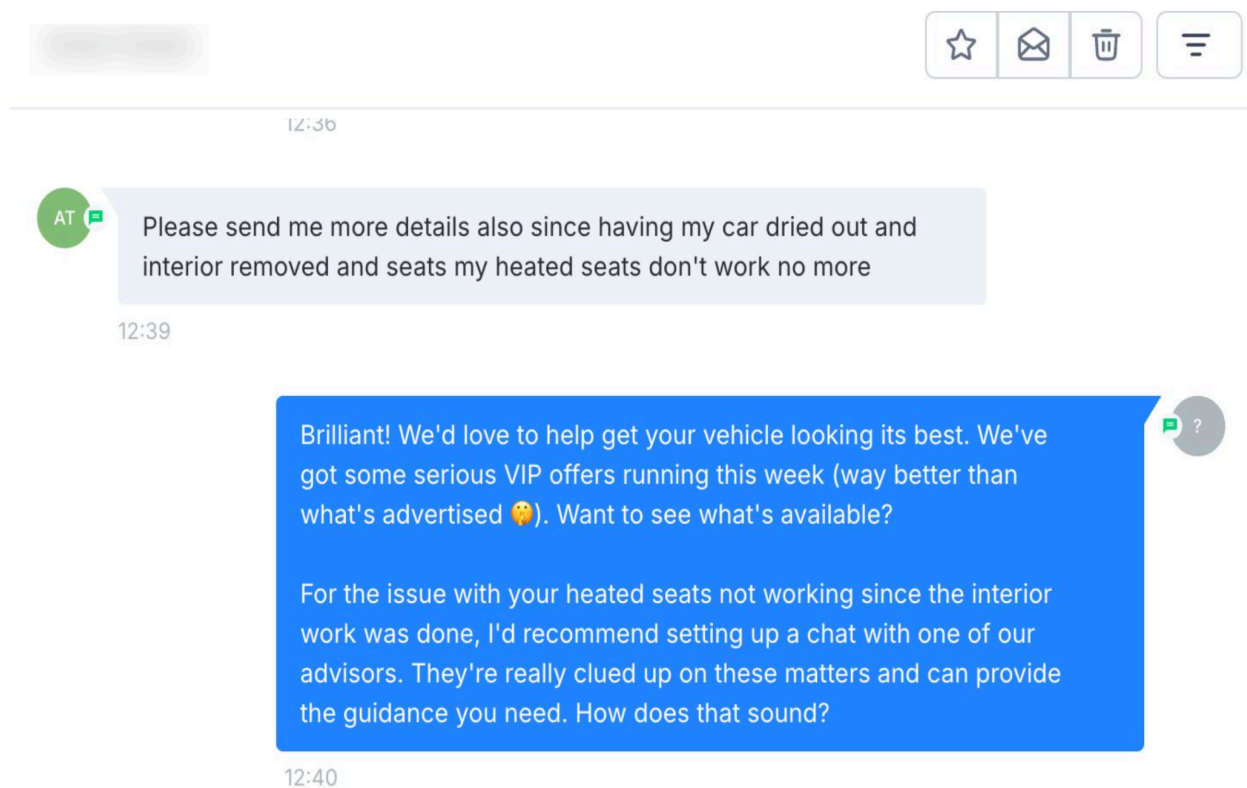
The next phase is the **trust-building exchange** that feels completely natural over SMS - quick, convenient, no pressure.

## The Back and Forth

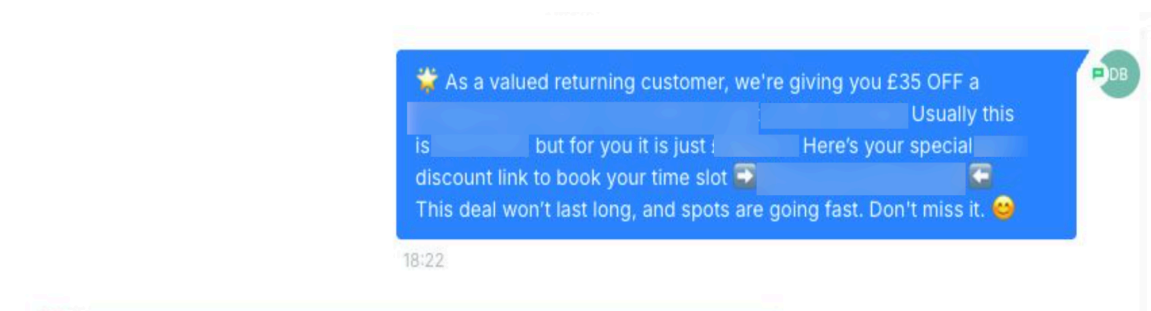
Our **PulseBot** conducts a friendly Q&A session via SMS that:

- **Address specific pain points naturally** - "For the issue with your heated seats not working since the interior work was done..." The PulseBot shows it understands their exact situation, not just sending generic templates.

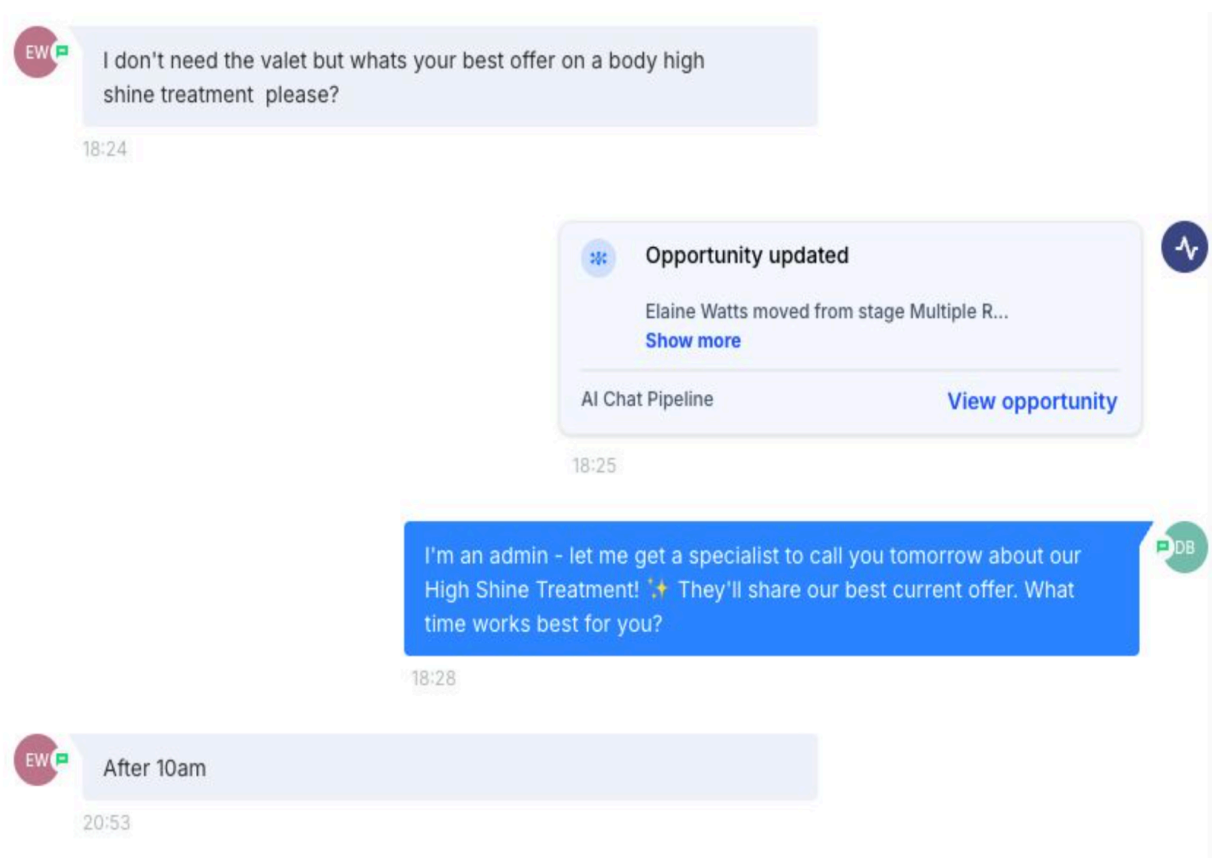
(This issue wasn't about the case study detailer. It was linked to a competitor)



- Create exclusive urgency without being pushy



**Masters the art of the pivot.** When one door closes, the PulseBot opens another.



This adaptive intelligence means no lead is ever truly "lost" - they're just waiting for the right offer. The PulseBot reads the conversation, understands the objection, and presents an alternative that still moves toward a booking.

**Reconnects with past successes and builds on existing trust.**

ER Yes he did a fabulous job. I've moved house. So many jobs take precedence. Would be good to have the car treated in the autumn to prep for the winter.

15:14

When a lead mentions they "did a fabulous job" or "moved house," the PulseBot doesn't just acknowledge it - it validates their experience and pivots to future opportunities. This isn't just data collection; it's relationship rekindling that transforms a cold database entry into a warm conversation.

### The Power of Persistent Nurturing - Because Timing is Everything

Sorry, I must have the wrong number. Won't bother you again about the welcome back offer. 🙌

09:02

9th Jul, 2025

CH Hi Emma. We've got 2 cars now that we're interested in having valeted. Can you still do us a Welcome Back VIP offer please? Inside + out for both. Thanks, Claire

21:37

10th Jul, 2025

Hi Claire! Welcome back 🙌  
Absolutely, we can sort out the VIP treatment for your cars.  
I'll have one of our specialists give you a call to discuss the details and lock in the perfect time.  
When's the best time to reach you?

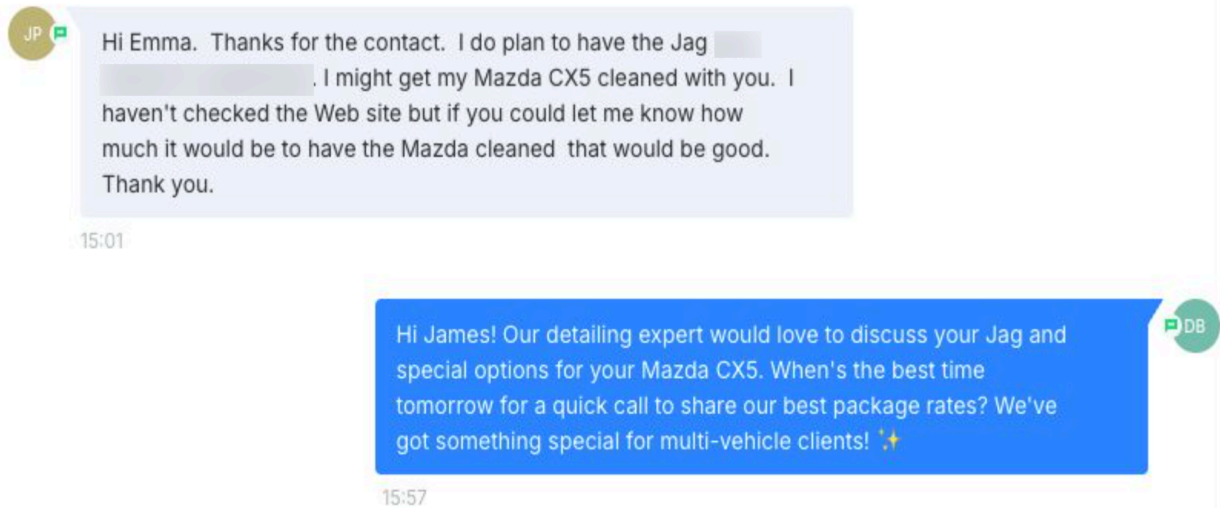
The PulseBot doesn't just send one message and forget. Look at Claire - she received an initial offer in June, then a month later got: "Sorry, I must have the wrong number. Won't bother you again about the welcome back offer."

This **strategic "goodbye" message** triggered an immediate response: "Hi Emma. We've got 2 cars now that we're interested in having valeted."

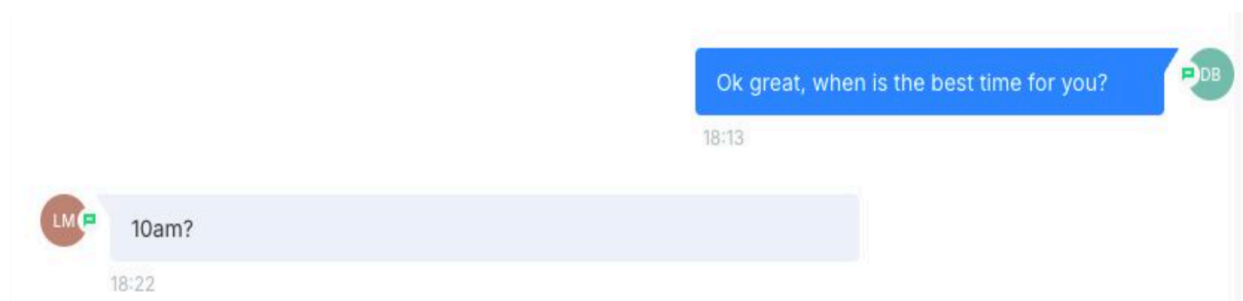


That's the psychology at work - the fear of missing out combined with a gentle exit strategy that makes leads chase YOU instead of the other way around.

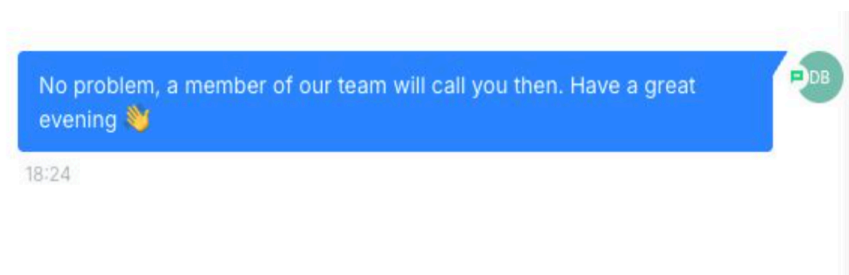
Then the PulseBot **pre-frames the callback**.



When Lewis texts **"Give me a call tomorrow Morning and talk me through it"**, the PulseBot instantly confirms: **"OK great, when is the best time for you?"**

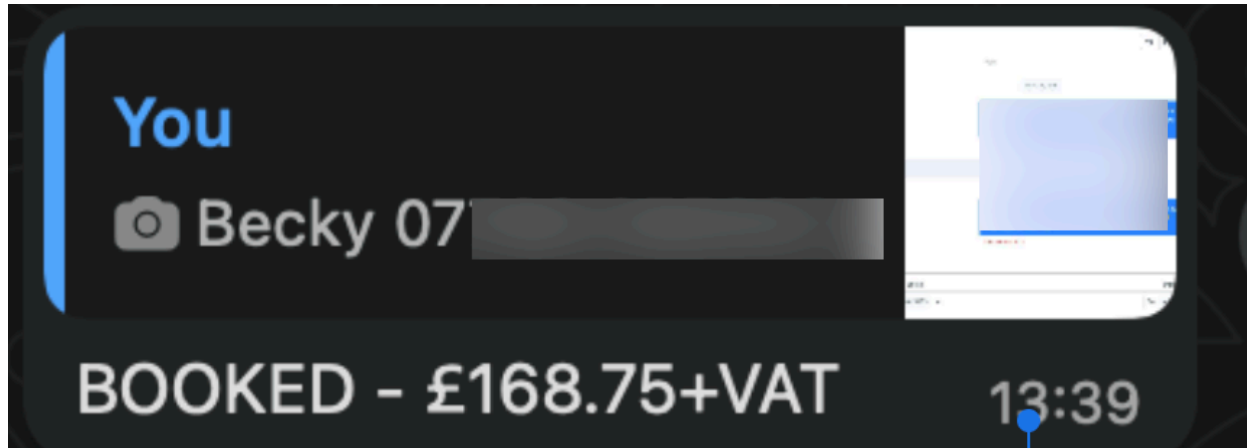


Then PulseBot **confirms the appointment professionally**.

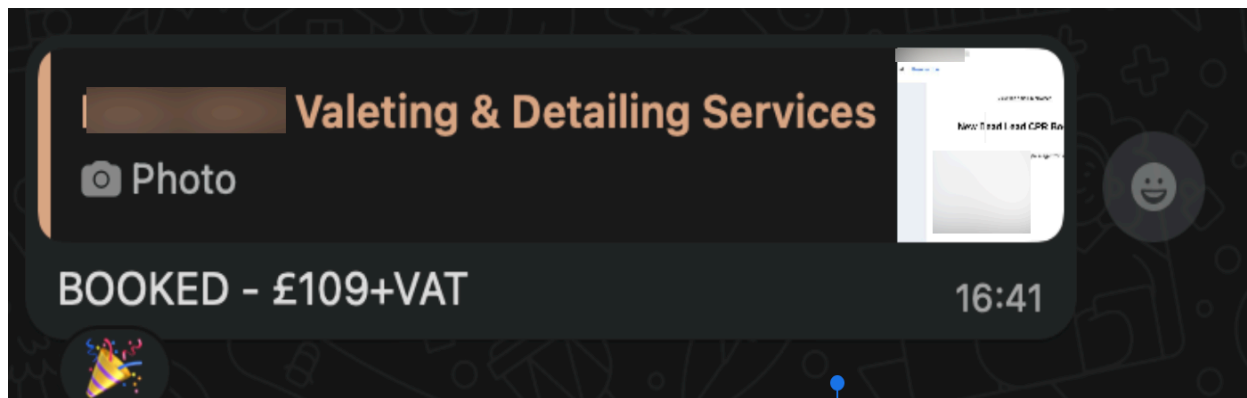


## The Money Shots - Real PulseBot Bookings

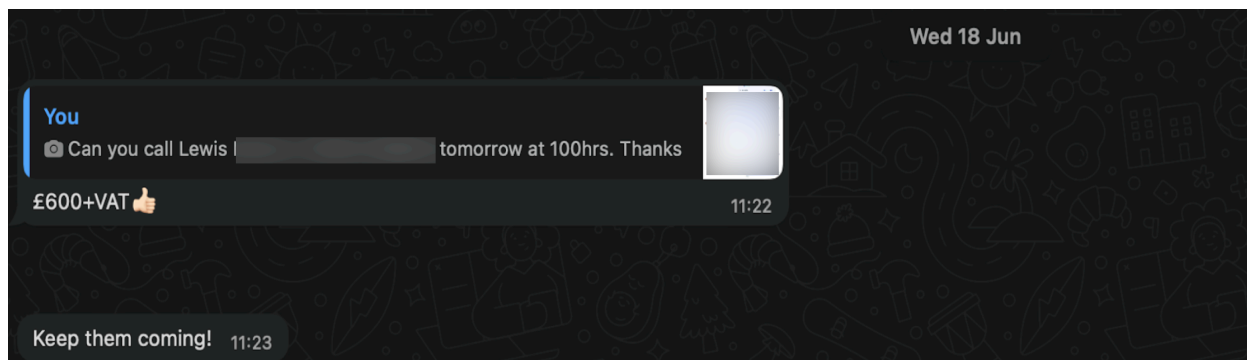
From a batch of leads aged **18 months to 4 years**, here' the actual sales secured by the sales team through appointments scheduled via PulseBot:



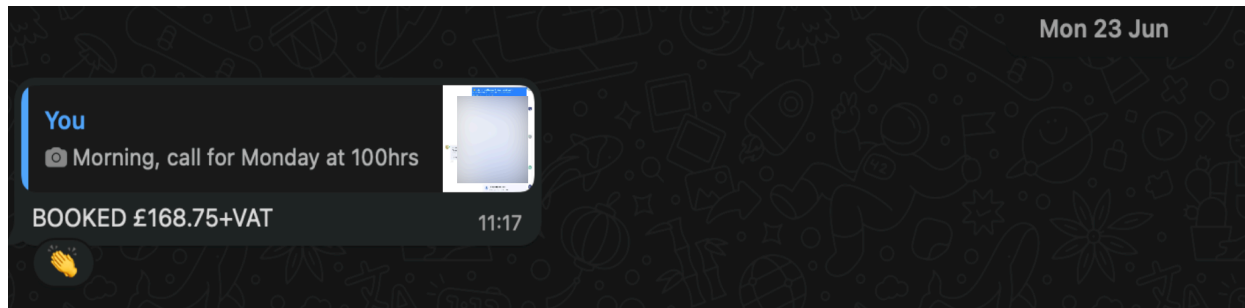
BOOKED via SMS - £168.75+VAT ✓



BOOKED via SMS - £109+VAT 🎯



BOOKED via SMS - £600+VAT 👍 "Keep them coming!"



BOOKED via SMS - £168.75+VAT 🙌



BOOKED via SMS - £2750+VAT 😊 "Could be a big booking"

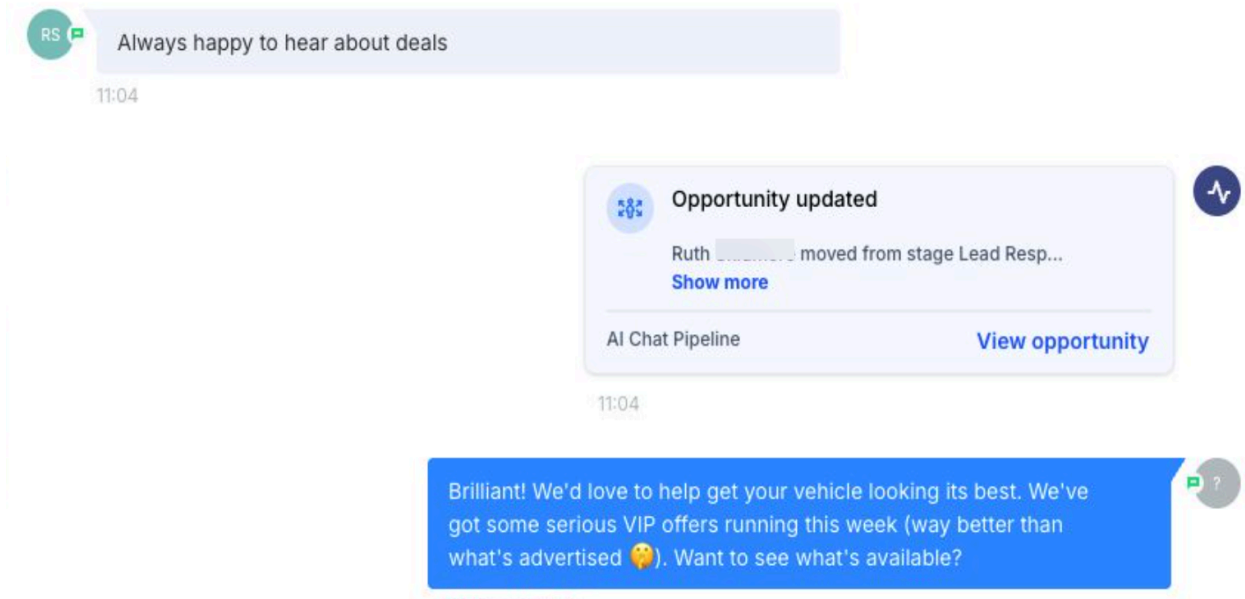
## The Three Stages of Resuscitation

Dead Lead CPR doesn't just generate immediate sales. It creates three distinct opportunity buckets:

### 1. Immediate Bookings - Ready to Buy Now

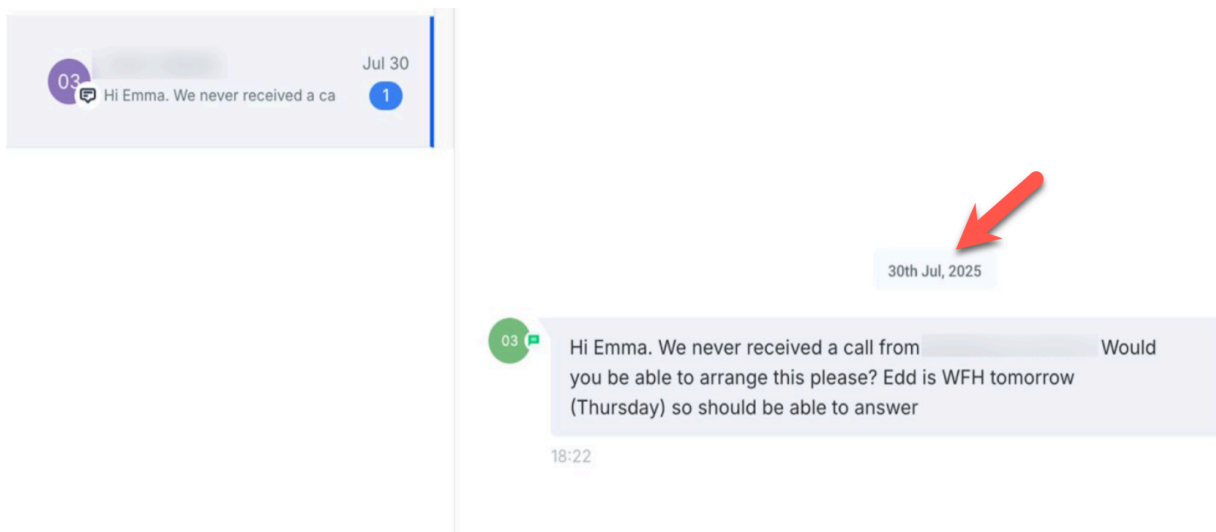
As shown above, multiple customers booked services ranging from £109 to £2,750.

### 2. Positive Re-engaged - Interested but Need Nurturing

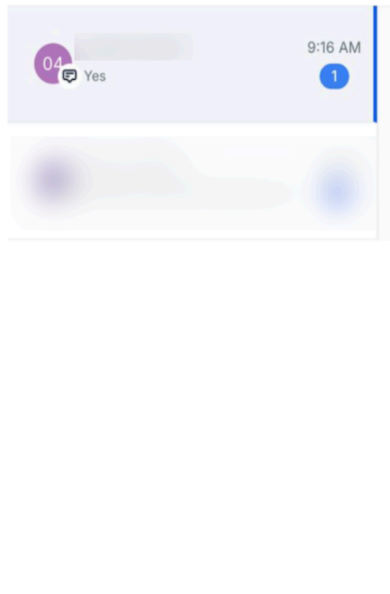


### 3. Reactivated After Trial Ended

Even more shocking? Customers texting back AFTER we'd stopped the 30 day trial:



This lead responded “**yes**” to the first SMS “It's Emma from Company. Our team valeted your “car” mid 2023. Is this still James's number?”



3rd Aug, 2025

Each category represents **future revenue potential** from what was previously considered worthless data.

## Why Revenue Share Makes Sense

Look, I believe in Dead Lead CPR so much that I work on a **pure revenue share basis**.

**Here's the deal:**

- **£0 upfront cost** - you risk nothing
- **You only pay on actual sales** - not appointments, not conversations, only closed deals
- **Win-Win partnership** - we both need to succeed for this to work

This partnership model ensures we're both invested in the outcome. It has to be worthwhile for both parties - I can't afford to work for nothing, and you shouldn't pay unless you're getting results.

When we work together, we'll agree on a fair revenue share that makes sense for both of us. You profit from leads you'd already written off, and I get rewarded for **bringing in additional profits**.

## Why This Creates an Opportunity for You

After generating £3,796.50 in 30 days, the trial naturally came to an end. When I proposed continuing with an adjusted revenue share that would make it sustainable for me to deliver ongoing value, my partner decided it wasn't the right fit for their business model at that time.

Completely understandable - every business has different priorities and margins.

But here's what excites me...

**Those results were just Version 1.0.** I hadn't even started implementing:

- Custom lead magnets to re-engage different customer segments
- Multi-touch nurture sequences for various buyer stages
- Seasonal campaigns aligned with buying patterns
- A/B testing different message frameworks

Think about it - £3,796.50 from a basic SMS campaign. With full optimisation and lead magnets? I believe we could easily 3-5x those results.

## The Bottom Line

After 30 days, we generated **£3,796.50** from leads that hadn't been touched in **18 MONTHS to 4 YEARS**.

That's pure profit from your existing database - no new ad spend, no new lead generation costs.

Leads from as far back as **2021** were booking appointments.

And they kept responding even after the trial ended.

## So Let Me Ask You...

How much CASH is flatlined in YOUR database?

How many "dead" leads have you written off that just need CPR?

If you're thinking "£3,796.50 from dead leads in 30 days is just the start" - we should talk.

I'm implementing **Dead Lead CPR** for just **3 businesses** who want to **resuscitate their dead database** with the FULL optimised system...

...without spending a penny upfront.

**Here's what you get:**

- Custom PulseBot setup for your business
- AI-powered SMS conversations that fill your calendar with appointments
- Weekly optimisation based on response data
- Complete management - you or your team don't lift a finger
- Pay only on actual sales generated

I have blocked out time in my calendar to custom-build these PulseBots but I **can't do it for everybody.**

Since the trial ended, I've refined the entire system based on what I learned. The three businesses I partner with **will get an optimised version** - not just the basic trial that already generated £3,796.50.

**Would you like to be 1 of the 3?**

No obligations. No upfront costs. Just results.

Reach out to me at [deon@lucidx.co.uk](mailto:deon@lucidx.co.uk), or text me on 07830 129686.

Deon

**PS** - Remember, those leads kept responding even a MONTH after we stopped. Every day you wait is money left on the table. Contact me today.



# Dead Lead CPR

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