# Website Enquiry Email Replies

**Use Case:** You’ve had a website enquiry come in via your website or a direct email.   
**Goals:** Reply quickly, reply with confidence and professionalism.

**Customer status:** a lead that has come from a basic contact enquiry form.

**Reply options include:**

1. **Auto Response - used for all scenarios.** This is a quickacknowledgement of the enquiry, and that you will get back to them as soon as possible. This could be done manually, or via automation.
2. **Not interested, politely decline, and refer to another designer:** Acknowledgement of enquiry, not a good fit / recommend other designer or options, or the budget is not enough.
3. **Interested, need more information:** Acknowledgment of enquiry, show enthusiasm for working together, a good potential fit and request further details (send the prospect to a more detailed website enquiry form to collect more details).
4. Scheduling of a Zoom call

# Enquiry Auto Response Email

Hi [first name],

Thank you so much for contacting [XXX] about your website requirements.

Your enquiry is important to us, so once we’ve had a chance to review your initial requirements, we’ll send you a longer reply.

Expect to hear back from us (via email) within one-business day.

If you’d like to learn more about working with us, you can download our ‘Working with XXX’ guide from the link below.

[Download Working with XXX Guide]

Kind Regards,

[XXX]

*P.S. You might also like to download our complimentary website planning workbook.*

# Polite Decline - Lack of Expertise in Area

Hi [first name],

Thank you again for your recent enquiry about our web services.

Based on the information you’ve provided to us, we wouldn’t be the best fit for the project, due to the special nature of this type of web work.

We recommend that you work with someone who specializes in [XXX], as this can be a complex project to deliver successfully.

You may want to contact one of the following companies, as they have a high level of competency in this type of work:

[list companies here]

We wish you all the best for the project.

Kind Regards,

[XXX]

# Polite Decline - Lack of Budget

Hi [first name],

Thank you again for your recent enquiry about our web services.

Based on the information you’ve provided, and the budget you’ve specified, we wouldn’t be able to complete the work at that price, as we estimate the project would require a budget of at least [XXX].

If you’re able to come up to this level of investment, we would certainly be interested in talking with you more about the project.

If you’d like to explore this further with us, the next step would be for you to complete our project enquiry form online at XXX.

Yours sincerely

[XXX]

# Interested in Project Reply

Hi [first name],

Thank you so much for your recent website enquiry. We’ve now looked at your requirements. Based on the information you’ve provided, we’d be a good fit for the project.

Before we provide a quote, we ask that you complete our project enquiry form online at [XXX].

Once you’ve completed that form, the next step is to have a Zoom meeting with you, so we can introduce ourselves in person and learn more about your business and requirements.

After that call, we should have plenty of clarity around your website requirements, and we will then send you a proposal / quote for the project.

Kind Regards,

[XXX]

# Schedule Zoom Meeting Email

Hi [first name],

Thanks so much for completing the project enquiry form. We are excited to discuss the project with you, so we can learn even more about your business and your goals.

To schedule the call, please visit our online calendar from the link below and select the *free consultation call*. The calendar shows our availability, making it easy for you to book a time.

[XXX online calendar link]

Once you’ve scheduled the call, we’ll get a notification and a Zoom meeting will be scheduled automatically. We look forward to (virtually) meeting you soon.

Kind Regards,

[XXX]

# Zoom Meeting Follow Up

Hi [first name],

Thank you for your time today, it was great to meet you (even if only virtually!).

We now have a much better understanding of both your business and your website requirements.

The next step is that we will prepare a website proposal and quote for your consideration. The proposal will be emailed to you via our online proposal system. It will set out the full specifications we are recommending for your website and a breakdown of the costs. You can read the proposal online and also download a PDF version of the proposal.

Expect to receive the proposal within the next two working days.

Kind Regards,

[XXX]