

BOOKCHOWK / THE THURSDAY COLLECTION

# Enquiries to Next Steps

A practical follow-up workbook for small businesses



MARKETING

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ORIGINAL EXERCISES / PRINTABLE PDF / OCTOBER 2026

START HERE

# One useful result

An enquiry is a question, not permission to pressure someone. This workbook helps you answer clearly, present a suitable offer and agree a sensible next step. It is for small businesses handling direct enquiries by email, phone or messaging. You will build a short enquiry record, three useful replies and a follow-up rule you can maintain. It covers one-to-one responses rather than a social content calendar. No sales result is promised. Prices and scenarios in the examples are fictional. Use only verified offer details and communication channels you are entitled to use. This is practical communication guidance, not legal advice about advertising, consent or regulated products.

## How to use this mini workbook

Read one lesson, study the example and try the action. Use the question as a short reflection. Write in your own notebook, annotate the PDF or print only the worksheets you need. The companion gives you reusable text fields rather than repeating the whole book.

## Find your way

- 03 1. Identify the question behind "price?"
- 04 2. Put an offer on one screen
- 05 3. Use evidence that answers a concern
- 06 4. End with a choice-sized next step
- 07 5. Agree when to follow up
- 08 6. Learn from a small enquiry log
- 09-11 Reusable worksheets / 12 Edition and use

READ / APPLY / REFLECT

# 1. Identify the question behind "price?"

Start by answering what can already be answered. If a prospect asks your price and you have a fixed price, state it before asking a long list of questions. If price depends on scope, explain the variable and ask only the next useful question. Record the result they want, timing, relevant constraint and unanswered question. Do not treat every enquiry as suitable. A clear "we do not offer that" saves both people time. Keep your record small and restrict access to contact information. Do not add an enquirer to a broadcast list merely because they asked a question.

## WORKED EXAMPLE

A tutor says, "The four-session package is Rs 2,400. Is this for Class 7 maths or another subject?" The answer gives a real price and asks one relevant question.

## TRY IT

Write the smallest set of facts you need before making a suitable recommendation.

## YOUR NOTE

Which question can you answer immediately?

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END OF FREE SAMPLE

# Continue with the full workbook

This free sample contains the cover, introduction and first lesson. The complete edition has 12 pages and includes an editable companion file.

The full book includes six lessons with worked examples, practical actions, reflection questions and three reusable worksheets.

**Full edition: INR 79 at [www.bookchowk.com](http://www.bookchowk.com)**

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