

FREE GUIDE

The Same Three Questions

How to find the questions that eat your week, and answer each one properly once.



Count before you fix anything

Everyone believes their enquiries are varied and complex. Almost nobody has counted.

When you do, the shape is nearly always the same: a handful of questions make up most of the volume, and they are **the simplest ones**.

60% of incoming messages, in most small businesses, are one of the same three questions.

- 1** How much does it cost?
- 2** Are you available on this date?
- 3** Do you do this specific thing?

Not exciting. That is the point — **the questions eating your week are not the interesting ones**.

How to count a week

You need five working days and a note somewhere you can reach fast.

Do	Do not
Log every inbound message that asks something	Do not categorise as you go
One line: channel, the question in your own words, how long it took	Do not clean it up — log the raw question
Sort and group at the end of the week	Do not skip the quiet days

If you categorise while logging, you will invent categories that flatter your assumptions. Log raw, sort later.

Two things will jump out: **how few distinct questions there really are**, and how much time went into the most repetitive one.

And if logging feels annoying

Notice what that tells you. A question frequent enough to make logging annoying is a question worth answering once and properly.

Write each answer properly, once

Take the top three and write the best answer you have ever given to each. Not the fastest — the best. A good answer has four parts:

1. The direct answer

Ranges are fine and often better. Refusing to give any number to protect a conversation costs you more enquiries than it saves.

2. What makes it move

«It goes up if access is difficult, down if you can be flexible on dates.» This turns a number into information and pre-empts the negotiation.

3. The honest limit

«Below X we are not the right fit, and I would rather say so now.» Filtering early is a service to both sides.

4. The next step

Something they can do immediately. Not «let me know if you are interested».

Where to put it

The answer has to live **where the question gets asked**:

- On the page where people land before enquiring
- In the automatic first reply — as the actual answer, not «we will get back to you»
- In the pinned message of whatever channel they use
- In the mouth of whoever picks up the phone, in the same words

The same answer, in every place. Different answers in different places is worse than no answer, because it looks like nobody knows.

The step everyone skips

Watch what people ask **next**. Once question one is answered up front, the enquiries do not stop — they move. That is not a failure; that is the system working, and it tells you what to answer next.

Every month, look at the new top three. This is the only part that never finishes, and the part that compounds.

What this changes

Two things, and the second is bigger.

- 1 **Time.** Fewer hours on the same reply
- 2 **Quality of enquiry.** When price and scope are answered up front, people filter themselves

Fewer enquiries, more work

Businesses that do this often report fewer enquiries and more work — which looks like a problem on a dashboard and is the opposite. Watch the second number, not the first.

What not to publish

- Prices that vary so much a range would mislead
- Anything you would need to renegotiate constantly
- Availability that changes hourly — publish how to check, not the state

For these, answer the **shape**: how pricing is decided, how to check availability. That is still an answer.

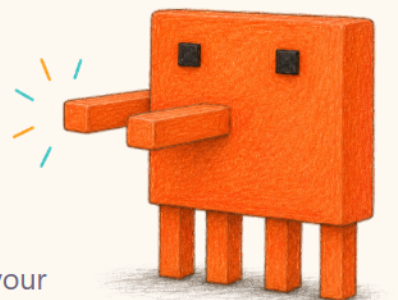


Want the counting sheet?

We do a free Process Diagnosis: we count a week with you, find the three questions, and write the answers. No cost, no commitment.

Comment FAQ

on any of our posts, or send us MAP by direct message.



Sinsajo Creators — Architects of Business. We build AI systems where your brand and your operations work as one: practical automation your team actually uses, always with a human in control.



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