⏱️ 10 MIN SETUP

Missed call text back message examples for tradies

Part of our Small Business Automation guide: what to automate first and the 10 easiest wins.

The problem

Once your missed-call text-back is running, the message itself does the work. A text that's vague, too long or missing your business name can look like spam, and the caller rings someone else anyway. This guide is a library of ready-to-use messages for the situations tradies deal with every day, so you can pick the right one or set up different texts for different times.

Saves: time writing and rewriting your message, and jobs lost to a text that didn't get a reply.

What every missed-call text needs

- **Your business name at the start,** so the caller knows who's texting.
- **A reason you missed them** (on a job, driving, after hours), so it feels personal.
- **What happens next:** when you'll call back.
- **An easy next step:** ask them to reply with the job and suburb, so you can call back ready to quote.
- **No promotions.** The first text replies to someone who just called you, so keep it about their call.

Messages for every situation

On the tools (the everyday default)

> G’day, it’s [Business]. Sorry we missed your call, we’re on a job right now. Reply with what you need and your suburb, and we’ll call you back today.

Driving between jobs

> Hi, it’s [Business]. Sorry, we’re driving and can’t pick up. We’ll call you back as soon as we’ve pulled up. Feel free to reply with what the job is.

After hours

> Hi, it’s [Business]. We’re closed for the day and will call you back from [time] tomorrow. Reply with the job and suburb so we’re ready when we call.

Weekends

> Hi, it’s [Business]. We’re off for the weekend and back on [day] from [time]. Reply with what you need and we’ll be in touch first thing.

Emergency trades (plumbing, electrical, locksmith)

> Hi, it’s [Business]. Sorry we missed you. If it’s an emergency, call [after-hours number]. Otherwise, reply with what’s happened and

> your suburb, and we'll call back shortly.

Booked out for a while

> Hi, it's [Business]. Thanks for calling! We're booked up until around [date], but reply with the job and suburb and we'll let you know when we can fit you in.

Want photos?

> Hi, it's [Business]. Sorry we missed your call. If you can, reply with a photo of the job and your suburb, and we'll call back with a rough idea.

Pick one as your default, and use a time-of-day filter in Zapier or Make to send the after-hours or weekend version automatically.

Follow-up texts

If someone doesn't reply and you haven't reached them, one follow-up is plenty. A follow-up goes beyond replying to their call, so always include your business name and an opt-out:

> Hi, it's [Business] following up on your call earlier. Still need a hand with the job? Just reply here. Reply STOP to opt out.

> Hi, it's [Business]. We tried to call you back about your enquiry. Reply with a good time to call and we'll ring then. Reply STOP to opt out.

Send one follow-up only, and stop straight away if someone replies STOP.

Messages to avoid

- **No name:** “Sorry we missed your call, we’ll call back.” Callers don’t know who it’s from.
- **Too long:** a paragraph about your services. Keep it to a couple of short sentences.
- **Promotions:** “Ask about our 10% off deal!” The reply to a missed call isn’t the place for marketing.
- **Promises you can’t keep:** “We’ll call within 5 minutes” when you’re on a roof all day.

Where to put the message

If you haven’t set up the automation yet, follow Missed-call text-back for trades for the full Twilio, Zapier and Make setup, then paste your chosen message into the **Send SMS** step.

Consent and local rules

The first text replies to someone who just called you, so it isn’t marketing. Include your business name and keep promotions out. Any follow-up text should include your business name and “Reply STOP to opt out”, and you must stop when someone opts out. Sending marketing messages needs opt-in consent (TCPA in the US, the Spam Act in Australia, PECR in the UK, CASL in Canada). This isn’t legal advice.

FAQ

What should a missed call text back say?

Start with your business name, say why you missed the call, and tell them when you'll call back. Ask them to reply with the job and suburb so you're ready when you ring. Keep it to a couple of short sentences.

Should I send a different message after hours?

Yes. An after-hours text that says when you'll call back sets the right expectation. Add a time-of-day filter in Zapier or Make so the right version goes out automatically.

Does a missed call text need "Reply STOP to opt out"?

The first text is a reply to someone who just called you, so it only needs your business name and no promotions. Follow-up texts should include your business name and "Reply STOP to opt out". Check the SMS rules in your country.

How many follow-up texts should I send?

One is enough. If they don't reply after that, leave it, and never keep texting someone who has replied STOP.

Skip the setup with our template pack

Our US$19 Missed-call text-back for trades template pack includes a Make blueprint, an n8n workflow, a Zapier build sheet, an SMS copy pack with AU, US and UK notes, and a one-page setup checklist.

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