

BUILD YOUR REVIVAL OFFER — GIVE COLD LEADS A REASON TO WAKE UP

OLD LEADS DON'T NEED CONVINCING — THEY NEED A REASON TO RE-ENGAGE.
LET'S GIVE THEM ONE THAT'S IMPOSSIBLE TO IGNORE.

REVIVAL OFFER

INSTRUCTIONS:

Yesterday, you built your revival list — the leads that ghosted, flaked, or just vanished. Today, we build the bait that gets them talking again. A "revival offer" isn't a discount — it's a **low-friction reason to reply**. It can be a:

- ✓ Free audit
- ✓ Quick win checklist
- ✓ Updated service or bonus
- ✓ Limited-slot consultation

By the end of this worksheet, you'll know exactly what you're offering and why it'll work.

THE GUIDE:

STEP 1:

Define the Goal of Your Revival

Fill in the blank:

The main thing I want from these old leads is to _____.

Example: "Book a call to re-evaluate their marketing."

- ✓ Keep it simple — the goal is a response, not a sale yet.

STEP 2:

Pick Your Offer Type

Choose one:

- ☐ Free audit ("Let's review what's changed since we last talked.")
- ☐ New bonus ("We added [benefit] for past clients — want the update?")
- ☐ Quick win resource ("New checklist to get [desirable result].")
- ☐ Priority access ("We opened 3 new client slots this month.")

Fill in the blank:

My revival offer will be _____.

STEP 3:

Anchor It to a Pain Point

Fill in the blank:

The problem my leads still have is _____.

Example: "They still don't have a predictable lead system."

- ✓ If it's the same pain they had before, the message will hit harder.

STEP 4:

Add an Update Angle

Make it fresh:

"We've made some big updates since we last talked..." or "A lot's changed in the market — want me to walk you through what's working now?"

Fill in the blank:

The update angle I'll use is _____.

Example: "Our ads strategy now cuts costs by 40 %."

STEP 5:

Create Your Hook Line

Write the first sentence you'll send by text or email:

"Hey [first name], you probably don't remember me but we talked a while back about [problem]. Curious if you ever solved that?"

Fill in the blank:

My hook line will be: _____.

- ✓ Curiosity + familiarity = instant reply bait.

STEP 6:

Decide the Format

Fill in the blank:

I'll deliver my offer via _____.

Example: "15-minute audit call" or "PDF checklist."

- ✓ Low barrier offers get more responses.

STEP 7:

Add Scarcity or Urgency

Fill in the blank:

Only _____ spots/resources available until _____.

Example: "Only 5 audits available until Friday."

- ✓ Without urgency, old leads procrastinate again.

STEP 8:

Add a Soft CTA

Pick one that feels low pressure:

- "Want me to send you the details?"
- "Would you be open to a 15-minute review?"
- "Can I send the new guide your way?"

Fill in the blank:

My CTA will be: _____.

STEP 9:

Write Your One-Line Revival Offer Statement

Combine everything into one sentence:

"Hey [first name], we've added a new [offer type] to help with [problem]. Only [scarcity]. Want me to send you the details?"

Fill in the blank:

My final revival offer is: _____.

STEP 10:

Validate Your Offer

Ask yourself:

- Would I reply to this?
- Is it simple enough to say yes in 3 seconds?
- Does it feel like help, not a pitch?

Rate your offer on a scale of 1–10 for clarity. If it's under 8, simplify it.

Why It's Important:

You're not trying to "sell again." You're restarting a conversation. Old leads already trust you enough to have talked once — this offer reminds them why they should finish the job now.

Need help crafting or testing your revival offer in your CRM?
Book a free strategy session:

square1grp.com/brainstormsession

You've built your revival offer.

Tomorrow, we'll write your **5-Message Reactivation Sequence** — the exact texts and emails that wake these leads up and fill your calendar again.