

DAY 3: AUDIT YOUR FOLLOW-UP CONSISTENCY

YOUR LEADS DON'T SUCK. YOUR FOLLOW-UP RHYTHM DOES.

FOLLOW-UP CONSISTENCY

HOW TO USE THIS WORKSHEET

Today is about brutal self-awareness.
Not how good your follow-up is.
Not how smart your messaging is.
Not how busy you feel.
Just one thing:
Do you actually follow up long enough to make money?

Because your avatar loves to quit too early, overthink everything, and convince themselves the lead is "dead" after two texts.
Fill out every section — no skipping.
This worksheet exposes your real consistency score.

THE WORKSHEET:

1. How many days do you follow up with a new lead?

(Real numbers — not fantasy.)

- ☐ 0 days
- ☐ 1–2 days
- ☐ 3–5 days
- ☐ 6–10 days
- ☐ 11–30 days
- ☐ 30–90 days
- ☐ 90+ days
- ☐ Random / inconsistent

Top closers follow up 60–120 days minimum.

2. How many total touches do you send per lead?

(Touches = text + email + call + DM.)

- ☐ 1–3 touches
- ☐ 4–6 touches
- ☐ 7–10 touches
- ☐ 11–20 touches
- ☐ 21+ touches
- ☐ I don't know

Most solos give up by touch #3. Money shows up after touch #9.

3. Which days do you follow up?

(Check all true.)

- ☐ Every day consistently
- ☐ Weekdays only
- ☐ Only when I have time
- ☐ Only when the lead replies
- ☐ Only when I remember
- ☐ I don't actually have a follow-up schedule

If you checked anything besides "consistently," that's the choke.

4. Which leads do you prioritize?

- ☐ The ones who reply fast
- ☐ The ones who seem "serious"
- ☐ The new ones only
- ☐ The old ones only
- ☐ All leads equally (rare unicorn)
- ☐ I prioritize none — it's chaos

Your behavior here reveals whether your business is a system... or a coin toss.

5. Look at the LAST 10 leads you contacted.

Write down how many touches you gave each:

Lead #	Total Touches	Days Followed Up
1	_____	_____
2	_____	_____
3	_____	_____
...	_____	_____
10	_____	_____

This exposes your REAL follow-up behavior — not your intentions.

6. What stopped you from following up longer?

(Choose the one that stings.)

- ☐ I get busy with fulfillment
- ☐ I assume they're "not interested"
- ☐ I don't want to be annoying
- ☐ I forget
- ☐ I don't have a CRM reminding me
- ☐ I don't know what to say next
- ☐ I feel like I'm pestering them
- ☐ I mentally disqualify too fast

This is the emotional choke killing your revenue.

7. Rate your consistency from 1–10.

(1 = chaotic mess, 10 = machine-like follow-up)

My consistency score: ____ / 10

If you wrote anything above a 7, you're lying to yourself.

8. Which leads are you currently ghosting?

List 3–5 names or initials.

- 1.
- 2.
- 3.
- 4.
- 5.

Yes, you're calling yourself out. That's the point.

9. What's one small system you could implement THIS WEEK to be more consistent?

(Fill in the blank)

"If I just added this one system: _____, I'd instantly double my consistency."

Example: "7-day text cadence automation."

10. What's your follow-up consistency GOAL for the next 30 days?

- ☐ 14 days per lead minimum
- ☐ 30 days per lead minimum
- ☐ 60 days per lead minimum
- ☐ I want a fully hands-off automated sequence
- ☐ I want a hybrid: automation + manual follow-up

This will tie directly into Day 4's fix-it plan.

Why This Matters:

Because the truth is simple: **You don't need more leads — you need more consistency.** Everyone thinks they're disciplined. Very few actually are. This worksheet forces you to see your real patterns... the same patterns that keep you broke, plateaued, and frustrated. Your consistency is your conversion rate. Fix the rhythm → fix the revenue.

If you want a done-with-you follow-up system you can actually stick to:

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