

AUDIT YOUR CURRENT REPLY RATE

YOU CAN'T MULTIPLY SOMETHING YOU NEVER MEASURED.

REPLY RATE

HOW TO USE THIS WORKSHEET

Today is about confronting the truth. If your reply rate is low, your pipeline will always feel dry, unpredictable, and inconsistent — no matter how many leads you generate.

Most solopreneurs think their messaging is “fine.” It isn’t. They think leads “just aren’t serious.” They are. They think silence means no. It doesn’t. This worksheet forces you to calculate your real reply rate, identify your patterns, expose your messaging flaws, and understand why people ignore you. Fill in every section honestly. If you skip, the whole system collapses.

THE WORKSHEET:

1. Count the last 20 messages you sent to prospects.

Write the numbers below.

Total messages sent: _____
Total replies received: _____

Now calculate your real reply rate:

Reply rate = (Replies ÷ Messages) × 100
My reply rate is: _____ percent

Most solopreneurs are shocked when they see this number.

2. When do prospects typically reply?

Pick the closest pattern.

- ☐ Within minutes
- ☐ Within an hour
- ☐ Within a day
- ☐ Within 48 hours
- ☐ Only after I bump them
- ☐ Only after pressure
- ☐ Rarely or never

Your pattern: _____
This reveals your timing and positioning problem.

3. When do prospects typically stop replying?

Check all that apply.

- ☐ After my first message
- ☐ After I ask a question
- ☐ After I send my booking link
- ☐ After they say they're interested
- ☐ After they “need to think”
- ☐ After I follow up once
- ☐ Anywhere and everywhere — total chaos

Your answer shows the choke point in your funnel.

4. What style of message do you usually send first?

Pick the honest one.

- ☐ Short and vague
- ☐ Long and overwhelming
- ☐ Soft and polite
- ☐ Stiff and formal
- ☐ Pushy and unclear
- ☐ Confident but confusing
- ☐ Random and inconsistent
- ☐ I don't know — I just type something

Your opener sets the tone for everything.

5. Why do you think people don't reply to you?

Pick the one that stings.

- ☐ I don't create urgency
- ☐ I don't create clarity
- ☐ I don't create curiosity
- ☐ I don't give direction
- ☐ I sound like everyone else
- ☐ I overexplain
- ☐ I under-explain
- ☐ I send boring messages
- ☐ I'm not consistent
- ☐ My tone is off

Now fill this in:
If I'm being real, people don't reply because _____.

6. What emotion does your opener give off?

Pick the real vibe.

- ☐ Neutral
- ☐ Uncertain
- ☐ Timid
- ☐ Overeager
- ☐ Robotic
- ☐ Generic
- ☐ Forgettable
- ☐ Non-committal
- ☐ Safe
- ☐ Confident
- ☐ Clear
- ☐ Curious
- ☐ Warm
- ☐ Professional but bland

If the first seven resonate, that's the problem.

7. What emotion does your opener need to give off?

Pick ONE.

- ☐ Curiosity
- ☐ Clarity
- ☐ Momentum
- ☐ Direction
- ☐ Safety
- ☐ Confidence
- ☐ Urgency

That emotion becomes the backbone of tomorrow's rebuild.

8. Audit your last three messages word-for-word.

Write your exact openers here:

Message 1: _____
Message 2: _____
Message 3: _____

Now answer: Did each message ask a question?
Yes or No for each.

Message 1: ☐ Yes ☐ No
Message 2: ☐ Yes ☐ No
Message 3: ☐ Yes ☐ No

Messages without questions rarely get replies.

9. What percentage of your messages include a clear next step?

Circle one:

- ☐ 0 percent
- ☐ 25 percent
- ☐ 50 percent
- ☐ 75 percent
- ☐ 100 percent

A message without direction is a message destined for silence.

10. Finish this sentence:

This sets up the entire experiment.

"If I improved my reply rate by even 20 percent, it would immediately help me _____."

Examples:

- book more calls
- create momentum
- get more deals
- stop feeling anxious
- know which leads are serious
- feel in control of my business

Why This Matters:

You can't increase your reply rate if you don't know your baseline. Reply rate is the heartbeat of your pipeline. Everything begins with the first response — and today you finally discovered why the heartbeat is weak. This worksheet breaks your denial, exposes your patterns, and creates the foundation for rebuilding your messaging into a high-conversion system. Tomorrow, we fix the message.

If you want help rebuilding your pipeline so replies and conversations happen daily:

<https://square1grp.com/brainstormsession>