

AUDIT YOUR FIRST MESSAGE

YOUR FIRST MESSAGE DECIDES EVERYTHING. IF IT'S WEAK, THE LEAD DISAPPEARS.

THE FIRST MESSAGE

HOW TO USE THIS WORKSHEET

Today is about brutal clarity. You're going to audit your own first message and expose why people don't reply. This is the moment where you stop pretending your opener is "fine" and face the truth: your first message either creates momentum or kills it instantly.

Be honest.
Don't guess.
Don't rewrite history.
Write what you actually sent.
Then tear it apart.

THE WORKSHEET:

1. Pull up the last 5 leads you messaged.

Write down the literal first message you sent each one.

Lead #1: _____

Lead #2: _____

Lead #3: _____

Lead #4: _____

Lead #5: _____

This is the raw material we're fixing.

2. Did any of those messages follow this rule?

A first message must do three things:

- ✓ Be clear
- ✓ Ask something
- ✓ Create movement

Check each one honestly.

Lead #1

Clear? Yes / No

Asked a question? Yes / No

Created movement? Yes / No

Repeat for all 5.

3. Which of these sins did your opener commit?

Check every one that applies.

- ☐ Too long
- ☐ Too vague
- ☐ Too formal
- ☐ Too friendly
- ☐ Zero question
- ☐ No direction
- ☐ Sounds like everyone else
- ☐ Too soft
- ☐ Too passive
- ☐ No urgency
- ☐ No curiosity spark
- ☐ Just a greeting with nothing behind it
- ☐ You talked too much
- ☐ You said too little
- ☐ You asked a heavy question too early
- ☐ This shows the real issue.

4. What emotion did your opener create?

Pick the true one.

- ☐ Confusion
- ☐ Indifference
- ☐ Overwhelm
- ☐ Skepticism
- ☐ Neutrality
- ☐ Mild interest
- ☐ Trust
- ☐ Curiosity
- ☐ Momentum
- ☐ Most people land in the dead-middle zone: neutral.
- ☐ Which gets you ghosted.

5. What was missing from your opener?

Fill this in:

"My first message lacked _____."

Examples: clarity, direction, a question, a hook, urgency, authority.

6. What was the goal of your opener?

Be honest: what were you actually trying to accomplish?

Fill-in-the-blank:

"I was trying to _____."

Example: "sound nice," "not seem pushy," "introduce myself," "get them to reply," "book a call immediately."

You'll see the hidden flaw here: your goal wasn't aligned with what works.

7. Identify your dominant pattern.

Which ONE describes you best?

"I talk too much in my opener."

"I say too little."

"I try to be polite instead of clear."

"I avoid asking questions."

"I ask heavy questions too early."

"I sound like a bot."

"I sound like everyone else."

"I don't know what to say so I send something soft."

"I panic and ramble."

Pick the truth, not the ego-safe answer.

8. Rewrite your weakest opener in one sentence:

What did you try to say?

"I was basically saying: _____."

This will expose how un-compelling it actually was.

9. Predict how many replies you lost because of your opener.

Choose the painful, realistic number.

- ☐ 0-2
- ☐ 3-5
- ☐ 6-10
- ☐ 10-20
- ☐ 20+
- ☐ I don't want to admit it

This is why we're fixing it.

10. Finish this sentence.

This sets up tomorrow.

"If I fixed my first message, I would instantly increase my reply rate by _____."

Be honest.

Why This Matters:

Because right now your first message is costing you replies, calls, opportunities, and money.

The opener is the pressure point that matters most. It's the spark that determines whether a lead engages, ignores you, or ghosts forever. If the first message is weak, the entire pipeline collapses. If the first message is strong, everything opens up. This worksheet creates the awareness. Tomorrow, you build the foundation.

If you want help fixing your first message and turning it into a reply-generating machine:

<https://square1grp.com/brainstormsession>