

AUDIT YOUR GHOSTING PATTERNS

GHOSTING ISN'T RANDOM. IT'S PREDICTABLE. AND IT'S YOUR FAULT.

GHOSTING PATTERN

HOW TO USE THIS WORKSHEET

Today is a reality check. You're going to stop pretending your leads ghost because they're "busy," "cheap," or "weren't serious." You'll analyze your own patterns and see EXACTLY where you're causing the disconnect.

This audit exposes:

1. When ghosting happens
2. How often
3. Why it happens
4. What you did wrong
5. What you didn't do
6. What you thought you did

This is the gut punch before the fix.

Fill out everything. No skipping sections.

THE WORKSHEET:

1. In the past 30 days... how many leads ghosted you?

(Answer honestly.)

- ☐ 0-3
- ☐ 4-7
- ☐ 8-12
- ☐ 13+
- ☐ I have no idea (which is worse)

If you don't know, you're blind.

2. Which stage do they ghost you at most?

(Check ALL that apply)

- ☐ After first reply
- ☐ After booking link
- ☐ Before the call
- ☐ After the call
- ☐ After proposal went out
- ☐ After you followed up
- ☐ Random — no predictable pattern

There's ALWAYS a pattern.

3. Which platform do they ghost you on most?

(Check one)

- ☐ SMS
- ☐ Email
- ☐ Phone
- ☐ Social DMs
- ☐ All of them equally

Your weakness hides here.

4. When they ghost you, how do you respond?

(Be brutally honest)

- ☐ I follow up once or twice
- ☐ I wait for them to return
- ☐ I move on to the next lead
- ☐ I tell myself they weren't serious
- ☐ I get discouraged and stop
- ☐ I blame the lead

This reveals mindset + behavior.

5. How many times do you follow up AFTER they ghost?

- ☐ 0 times
- ☐ 1-2 touches
- ☐ 3-5 touches
- ☐ 6-10 touches
- ☐ 10+ touches
- ☐ I don't keep count

The average close happens AFTER touch #8.

6. Which emotional reaction happens first when someone ghosts you?

Pick ONE.

- ☐ Frustration
- ☐ Fear
- ☐ Anger
- ☐ Shame
- ☐ Anxiety
- ☐ Ego hit
- ☐ Avoidance
- ☐ Apathy (lie)

Yes, we're going deep.

7. What story do you tell yourself when someone ghosts you?

(fill in the blank)

"When someone ghosts me, I assume they _____."

Example: "weren't serious in the first place."

8. HOW did you lose them?

(Read that again — HOW, not WHY.) Check ALL that apply:

- ☐ Lack of urgency in your message
- ☐ Weak follow-up rhythm
- ☐ You didn't ask a direct question
- ☐ You stopped too early
- ☐ Your message had no clarity
- ☐ No CTA
- ☐ You waited too long to follow up
- ☐ You assumed they were gone

THIS is the meat.

9. For your LAST 5 ghosted leads, list what happened:

Lead Initial	Stage Ghosted	Last Message Sent	Days of Follow-Up	Outcome
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Yes, this hurts. Good.

10. Based on this audit... what's the REAL problem?

(fill this in)

"My REAL ghosting problem is _____."

Example: "I never send more than 3 follow-up messages."

Why This Matters:

Because you can't fix ghosting if you don't know WHY or WHERE it happens. Everyone thinks ghosting = bad lead. Bullshit. Ghosting = weak system. Today gave you the truth. Now you'll use it.

If you want help fixing ghosting at the SYSTEM level:

<https://square1grp.com/brainstormsession>