

# CLARIFY YOUR MESSAGE BEFORE YOU SEND IT

YOU CAN'T WRITE A STRONG FIRST MESSAGE IF YOU DON'T KNOW WHAT YOU'RE TRYING TO SAY.

MESSAGE CLARITY

## HOW TO USE THIS WORKSHEET

Today is about clarity and intent. Most solopreneurs send weak openers because they don't know what they want to accomplish. The message is vague because their thinking is vague. The message is passive because their positioning is passive. The message is confusing because they are confused.

This worksheet forces you to define what the message must accomplish so the opener can actually hit. You'll define:

What you want  
Who you're talking to  
What they care about  
What they fear  
What next step you want them to take  
What outcome you're steering them toward  
By the end, your message will have purpose instead of panic.

## THE WORKSHEET:

### 1. Define the purpose of your first message.

Fill in the blank:

"The purpose of my first message is to \_\_\_\_\_."

Common answers: start a conversation, identify need, get a micro yes, create movement, push toward a call.

Weak answer: "introduce myself."

### 2. Identify the ONE action you want them to take.

Pick one:

- ☐ Reply to a question
- ☐ Confirm their problem
- ☐ Confirm their timeline
- ☐ Respond to a micro-ask
- ☐ Say yes to a resource
- ☐ Move toward a triage call

Your choice: \_\_\_\_\_  
If you want everything, you get nothing.

### 3. Define the emotion you want your opener to create.

Pick ONE:

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

Your opener must be built around this emotional target.

### 4. Identify your prospect's most urgent problem

Fill in the blank:

"They are most frustrated by \_\_\_\_\_."

Example: not having leads, unpredictable revenue, being invisible, not converting.

This is what your opener must connect to.

### 5. Identify the moment they realized they needed help.

Finish this:

"They realized they needed help when \_\_\_\_\_."

Example: when referrals dried up, when leads ghosted, when they had no calls booked for the week.

This defines the psychological trigger behind their behavior.

### 6. Identify what your prospect fears.

Pick the closest ones:

- ☐ Wasting time
- ☐ Wasting money
- ☐ Being scammed
- ☐ Looking dumb
- ☐ Being pressured
- ☐ Choosing the wrong person
- ☐ Making a mistake
- ☐ Being sold too early
- ☐ Admitting they can't do it alone

These fears shape how direct or soft your opener must be.

### 7. Identify why they might hesitate to reply.

Pick up to three:

- ☐ They don't trust you yet
- ☐ Your opener was unclear
- ☐ Your opener was too heavy
- ☐ You didn't ask a question
- ☐ Your message blended in
- ☐ Your vibe felt off
- ☐ You gave too much space
- ☐ They forgot you
- ☐ There is always a reason.

### 8. Identify the tiny win they want from your opener.

Fill in this blank:

"Their ideal opener from me would help them understand \_\_\_\_\_."

Examples: whether I can help them, whether I understand their problem, whether this is worth their time.

This becomes your guiding star.

### 9. Define the conversation direction you want.

Pick one outcome:

- ☐ Move toward a call
- ☐ Identify their real pain
- ☐ Create momentum
- ☐ Disqualify tire-kickers
- ☐ Build trust before asking anything
- ☐ Get them talking about their goals

Your opener must aim at one direction, not all of them.

### 10. Rewrite the goal of your opener in one sentence.

Fill in the blank:

"My opener's job is to create \_\_\_\_\_ so they \_\_\_\_\_."

Examples:

- create clarity so they reply
- create direction so they feel safe
- create urgency so they engage
- create curiosity so they open up

This gives tomorrow's rebuild its spine.

## Why This Matters:

A first message fails because the intention behind it is blurry. This worksheet forces you to sharpen your thinking so the message can actually land. When your message is anchored in a single emotion, a single direction, and a single purpose, prospects reply more because the opener makes sense and feels intentional.

You cannot fix messaging without first fixing intent. Day 2 gives your opener structure and purpose so Day 3 can rebuild it into something that actually commands a response.

If you want help crafting a lead-getting message that produces replies every single day:

<https://square1grp.com/brainstormsession>