

DIAGNOSE WHY THEY STOP REPLYING

GHOSTING IS NOT RANDOM. IT'S TRIGGERED.

GHOSTING TRIGGER

HOW TO USE THIS WORKSHEET

Your leads don't ghost because they're "bad." They ghost because something in your messaging, timing, structure, or expectation-setting FAILED.

Today is about identifying WHAT is causing ghosting in your pipeline so we can eliminate it tomorrow.

Fill this out with actual leads and real behavior — not wishful delusion.

THE WORKSHEET:

1. Which of these is MOST often true right before someone ghosts you?

Pick ONE.

- ☐ You misqualified them
- ☐ You overwhelmed them
- ☐ You were unclear
- ☐ You gave them too much space
- ☐ You asked too much too soon
- ☐ You didn't establish urgency
- ☐ You didn't give direction

This is usually the doorway to the ghost.

2. Of your last 10 ghosted leads... how many did YOU delay replying to?

- ☐ 0
- ☐ 1-3
- ☐ 4-6
- ☐ 7-10
- ☐ I don't know (which means too many)

Ghosting is often a mirror.

3. Which part of your messaging pushes leads away?

Check every one you recognize.

- ☐ Too formal
- ☐ Too generic
- ☐ Too long
- ☐ Too vague
- ☐ Too complicated
- ☐ Too salesy
- ☐ Too rushed
- ☐ Too passive
- ☐ Too needy

Every weakness has a consequence.

4. When a lead goes silent... which reality is usually true?

(Fill in the blank)

"They didn't see enough _____ to continue."

Examples: value / urgency / clarity / confidence / proof / trust / direction

The missing ingredient is your fix.

5. Which of these statements describes your process best?

- ☐ I ask for the call too early
- ☐ I don't ask for the call early enough
- ☐ I leave leads floating awkwardly
- ☐ I assume interest = commitment
- ☐ I have zero structure to when I push for the call

This defines timing failure.

6. Which message do THEY receive first?

Check one:

- ☐ A question
- ☐ A resource
- ☐ A call-to-action
- ☐ A pitch
- ☐ Something long and heavy
- ☐ Something short and confusing
- ☐ Something inconsistent

First contact sets tone.

7. Of your last 5 ghosted leads — WHY do you think THEY ghosted?

not YOUR excuse. THEIR reality. Fill this out:

Lead Initial	Likely Cause
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Examples: lost momentum / unclear next step / overwhelmed / low urgency / forgot / too vague

8. Which of these causes the MOST ghosting in your funnel?

Pick ONE.

- ☐ Weak value clarity
- ☐ Lack of proof
- ☐ Weak CTA
- ☐ Long delay
- ☐ Bad timing
- ☐ Bad messaging
- ☐ Confusion
- ☐ You stop early

This is the root.

9. What's your ghosting responsibility score?

(Not theirs. Yours.) Rate yourself 1-10.

My responsibility score is: ____ /10

If it's below 7 you're lying.

10. Complete this brutally honest sentence:

"If I'm being real... my leads ghost because I _____."

Example:
"...don't follow up long enough."
"...never build urgency."
"...sound like everyone else."
"...pitch too early."

Why This Matters:

Because if you misdiagnose the problem...you will build the wrong solution. And waste YEARS. This worksheet exposes the real causes beneath the excuses. Tomorrow, you fix them.

If you want to stop ghosting permanently by fixing your system and message:

<https://square1grp.com/brainstormsession>