

REBUILD YOUR OPENER

IF YOUR FIRST MESSAGE SUCKS, NOTHING AFTER IT MATTERS.

THE OPENER

HOW TO USE THIS WORKSHEET

Yesterday you learned exactly why people weren't replying to you. Today, we rebuild the opener — the very first message that determines whether the lead becomes a conversation or a corpse in your CRM.

This worksheet gives you a simple framework to create a high-response opener you can use in DMs, SMS, email, or wherever your leads live. You'll walk away with one polished opener you can plug in immediately. Do not write paragraphs. Do not pitch. Do not explain your whole offer. Your ONLY job today is to create a message that gets a reply.

THE WORKSHEET:

1. Choose your message angle

Pick ONE based on what your leads respond to (or what yesterday exposed).

- ☐ Curiosity
- ☐ Clarity
- ☐ Safety
- ☐ Momentum
- ☐ Direction
- ☐ Status
- ☐ Problem-based trigger

Selected angle:

2. Define the ONE purpose of your opener

Your opener should do exactly one thing. Which one matters most right now?

- ☐ Start a small conversation
- ☐ Qualify interest
- ☐ Confirm a detail
- ☐ Transition them toward a call
- ☐ Revive a stalled lead
- ☐ Re-engage someone who ghosted
- ☐ Turn a cold lead warm

Selected purpose:

3. Identify the ONE question you want them to answer

This is important. Replies come from questions, not statements.

Examples:
"What are you working on this quarter?"
"Remind me — are you currently taking on clients?"
"Is your goal more leads or more consistency?"
"What does your timeline look like?"

Write yours here:

4. Write your "first line pattern interrupt"

This is the line that stops the scroll. It must be short, casual, and not scream "salesperson."

Examples:
"Quick question for you."
"Wanted to ask you something real fast."
"Can I get your take on something?"
"Curious about something."

Write yours here:

5. Build the opener structure

You'll assemble three components.

- Pattern interrupt
- Context
- Question

Example structure:
"Quick question — saw your note about struggling with inconsistent leads. If you had to choose one thing slowing you down the most right now, what would you say it is?"

Now build yours:
Pattern interrupt: _____
Context (1 short line): _____
Your question: _____
Put them together into one message: _____

6. Check your message for friction

Rate each item 1–5 (5 = strong, 1 = weak)

It's short: _____
It's clear: _____
It's easy to answer: _____
It sounds human: _____
It avoids pitching: _____
It avoids rambling: _____
It positions me as confident: _____

If any score is under 3, revise the opener.

7. Rewrite your opener to remove all fluff

Your message should fit in two lines max.

Rewrite it here after cutting unnecessary words:

8. Create one variation

In case the first opener doesn't pull replies, create a backup version using the same structure but a different question or pattern interrupt.

Variation: _____

9. Circle the tone you're aiming for

This locks in consistency.

- ☐ Curious
- ☐ Warm
- ☐ Direct
- ☐ Calm
- ☐ Professional
- ☐ Casual
- ☐ Assertive
- ☐ Neutral

Chosen tone:

10. Commit to using this opener for the next 7 days

Fill this in:

"The opener I will use for the next 7 days is:

_____."

Why This Matters:

Most solopreneurs choke their own pipeline because their opener gives off confusion, neediness, or zero direction. Today you built a message engineered for replies. Once you fix the opener, everything downstream becomes easier — more conversations, more calls, more deals. Tomorrow: we build the follow-up sequence that rescues non-responders.

If you want help fixing the messaging, pipeline, and follow-up so you book calls every week:

<https://square1grp.com/brainstormsession>