

REBUILD YOUR FIRST MESSAGE SO IT DEMANDS A REPLY

WEAK MESSAGES GET IGNORED. STRONG MESSAGES CREATE MOVEMENT.

REBUILD MESSAGE

HOW TO USE THIS WORKSHEET

Today you're going to rebuild your opener using a framework that eliminates confusion, hesitation, and silence. The goal is simple: create a message that is impossible to ignore because it's clear, relevant, and easy to reply to.

You will use a three-part formula:

Recognition

Direction

Micro-Question

This is the structure that consistently triggers replies across text, DM, email, or any platform. By the end of this worksheet, you will have a first message that actually works.

THE WORKSHEET:

1. Start with RECOGNITION

Complete this sentence:

"I noticed you're working on _____."

Examples:
getting more leads
growing revenue
fixing follow-up
getting consistent clients

Your version:

This is your opener's anchor. It tells them you see them.

2. Add CONTEXT

Now define the immediate situation your lead is in.

Fill in the blank:

"Most people at this stage are usually dealing with _____."

Examples:

- inconsistent leads
- slow months
- ghosted conversations
- referrals drying up

Your version:

This shows you understand their world.

3. Add DIRECTION

Now define where you're steering this conversation.

Pick one outcome:

- ☐ clarity
- ☐ momentum
- ☐ urgency
- ☐ safety
- ☐ trust
- ☐ direction

Your choice:

This will shape the tone of your message.

4. Build the MICRO-QUESTION

This is the engine that forces a reply. Use a fill-in-the-blank template.

Pick one:

"What's the biggest challenge you're dealing with in _____ right now?"

"What are you trying to fix first _____ or _____?"

"Are you trying to get this solved this week or next month?"

"What made you start looking into this now?"

"Do you feel more stuck on the strategy or the execution?"

Your chosen micro-question:

This is the leverage point. A tiny question creates movement.

5. Write Your NEW Opener Using This Formula

Recognition →
Context →
Micro-Question

Draft it below:

This is your new first message. Keep it simple, clear, and conversational.

6. Run Your Message Through the "Reply Test"

Check all that apply:

- ☐ It's clear
- ☐ It's short
- ☐ It's direct
- ☐ It acknowledges their situation
- ☐ It asks something easy to answer
- ☐ It doesn't pitch
- ☐ It doesn't overwhelm
- ☐ It doesn't sound like a bot
- ☐ It leads to the next step

If you can't check at least seven boxes, rewrite it.

7. Cut It Down

Most openers fail because they ramble. Trim your draft to 2–3 lines max.

Rewrite your shorter version here:

Shorter almost always converts better.

8. Identify the Emotion Your Opener Creates

Pick one:

- ☐ curiosity
- ☐ momentum
- ☐ safety
- ☐ clarity
- ☐ urgency
- ☐ trust

Your choice must match what you selected yesterday.

Chosen emotion:

9. Stress Test It Against a Real Lead

Pick one of your actual leads from the last 7 days.

Write their initials here:

Now answer:
Would THIS new opener have gotten them to reply?
Yes / No
Why or why not?

This exposes what's still missing.

10. Finalize Your First Message Rule

Complete this:

"I will never send a first message again without _____."

Examples:

- a micro-question
- clear direction
- recognition of their problem
- intent
- a reason to reply

Your rule:

Why This Matters:

Your opener is the ignition switch for your entire pipeline. When the first message is strong, everything downstream becomes easier: replies, conversations, call bookings, and sales. Most founders try to fix their offers, ads, or landing pages when the real problem is the first message. Day 3 turns your opener into a system—something you can repeat, refine, and rely on. This is the turning point of the experiment.

If you want help building a message that pulls replies every single day without feeling salesy:

<https://square1grp.com/brainstormsession>