

SQUARE 1 GROUP

INSTALL YOUR ANTI-GHOST FOLLOW-UP PLAN

GHOSTING STOPS WHEN YOUR FOLLOW-UP REFUSES TO DIE.

ANTI-GHOST FOLLOW-UP PLAN

HOW TO USE THIS WORKSHEET

Today you build a **simple 7-day sequence** designed to keep conversations alive. Not complicated. Not overwhelming. Not time-heavy. Just consistent, clear, pressure-free, momentum-driven follow-up.

- This creates:
1. continuity
 2. presence
 3. direction
 4. urgency
 5. follow-through
 6. expectancy
 7. trust

And it prevents the “silent fade-out” your pipeline currently suffers from.

THE WORKSHEET:

1. Choose your PRIMARY follow-up channel: Pick ONE. <input type="checkbox"/> Text <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> DM <i>The ONE you can execute consistently.</i>	2. Choose your SECONDARY channel: Pick ONE. <input type="checkbox"/> Text <input type="checkbox"/> Email <input type="checkbox"/> Phone <input type="checkbox"/> DM <i>The one that reinforces your presence.</i>	3. Your Follow-Up Power Rule: Complete this: “For the next 7 days, I will follow up DAILY no matter how I feel.” Sign it: This matters.	4. Build Your 7-Day Anti-Ghost Cadence Follow this fill-in-the-blank plan: Day 1 — Soft reset “Hey NAME — circling back on _____. Did you already solve it or still considering options?” My version: Day 2 — Value drop “Thought this might help based on what you shared: _____.” My version: Day 3 — Pressure question “What’s the main thing slowing you down from fixing _____ this month?” My version: Day 4 — Confidence reframe “A lot of people think _____ is the real issue, but it’s usually _____. Is that true for you?” My version: Day 5 — Micro yes “If I built a plan to help you fix _____, would you want to see it?” My version: Day 6 — Deadline anchor “Real quick — how soon do you want this handled? Days? Weeks? Months?” My version: Day 7 — Permission ask “Want me to follow up next week with ideas, or leave you alone?” My version:	5. What TIME will you follow up each day for the next 7 days? (pick ONE time) <input type="checkbox"/> 8am <input type="checkbox"/> 10am <input type="checkbox"/> 12pm <input type="checkbox"/> 3pm <input type="checkbox"/> 5pm <input type="checkbox"/> 8pm (Consistency > timing) Chosen time:
6. How will you track touches? Check one: <input type="checkbox"/> Spreadsheet <input type="checkbox"/> CRM pipeline <input type="checkbox"/> Notes app <input type="checkbox"/> Paper checklist <input type="checkbox"/> Text log <input type="checkbox"/> Something else <i>Selected tracking method:</i>	7. What will you do when someone DOES reply? Check one: <input type="checkbox"/> Push to a call <input type="checkbox"/> Ask a qualifying question <input type="checkbox"/> Send a resource <input type="checkbox"/> Book them immediately <input type="checkbox"/> Ask micro-commitment <i>Your choice:</i>	8. What will you STOP doing starting today? Pick the honest one: <input type="checkbox"/> Waiting too long to follow up <input type="checkbox"/> Sending long messages <input type="checkbox"/> Quitting after 2 touches <input type="checkbox"/> Assuming they’re gone <input type="checkbox"/> Overthinking every message <input type="checkbox"/> Random sporadic outreach <i>Your STOP:</i>	9. What metric defines a WIN next week? Pick one: <input type="checkbox"/> 5 replies <input type="checkbox"/> 3 calls booked <input type="checkbox"/> 10 conversations started <input type="checkbox"/> 25 touches <input type="checkbox"/> 5 revivals <input type="checkbox"/> 15 ghosted leads re-opened <i>Win metric:</i>	10. Complete this commitment statement: “For the next 7 days, I will follow up like a closer, not like a coward.” Sign: Date:

Why This Matters:

Because ghosting isn't luck. Ghosting is the inevitable result of:

1. weak messaging
2. slow response
3. inconsistent contact
4. unclear direction

This worksheet replaces randomness with discipline. You're creating a 7-day momentum engine. This turns silence into replies.

If you want us to build your follow-up engine WITH you:

<https://square1grp.com/brainstormsession>