INSTALL YOUR FIRST-MESSAGE SYSTEM

A GREAT OPENER IS USELESS IF YOU ONLY USE IT ONCE. TURN IT INTO A REPEATABLE MACHINE.

FIRST-MESSAGE SYSTEM

HOW TO USE THIS WORKSHEET

The goal today is simple: Take the opener you built on Day 3 and lock it into a system that you can execute every day without thinking. Solopreneurs fail not because their messaging is bad but because they don't have consistency, structure, or a predictable routine for sending that message.

Today you build:

Your message bank
Your timing plan
Your daily outreach rhythm
Your first-touch operating cadence
Your re-engagement triggers
This will make your opener automatic instead of emotional.

THE WORKSHEET:

1. Identify the platform where your opener performs best

Pick the one that creates the fastest reply for you.

☐ Text
☐ Email
☐ DM
☐ LinkedIn
☐ Facebook Messenger
☐ Instagram DM

Your choice:_____
This becomes the home base for your opener.

2. Define your daily outreach capacity

Pick the real number you can sustain for 30 days.

☐ 3 messages/day
☐ 5 messages/day
☐ 10 messages/day
☐ 15 messages/day
☐ 20 messages/day

Your commitment:_____
The system only works if it's sustainable.

3. Define your first-message timing

When will you send your opener each day?
Pick ONE consistent block.

☐ 8:00 AM
☐ 11:00 AM
☐ 2:00 PM
☐ 4:00 PM
☐ 7:00 PM

Choose the time you won't skip: _____

4. Create Your 5-Message First Touch Bank

You need variations so you don't overthink.
Use this fill-in-the-blank framework for all five:

Template A: "Hey NAME — noticed you're working on _____. Quick q: what's the biggest thing you're trying to fix right now?"

Template B: "Curious — are you focused more on _____ or _____ this month?"

Template C: "Saw you grabbed the _____. Real quick — what pushed you to look into this now?"

Template D: "When it comes to _____, do you feel more stuck on the strategy or the implementation?"

Template E: "Where are you trying to get to with _____ in the next 30 days?"

Now fill in all 5 with your niche-specific versions:

1.
2.
3.
4.
5.

This becomes your message rotation.

5. Define your re-engagement trigger

Your first message system must also handle silence. Pick your truth:

☐ If they don't reply in 24 hours
☐ If they don't reply in 48 hours
☐ If they don't reply in 72 hours
☐ If they don't reply by the next morning

This determines when you re-enter the conversation.

6. Build your re-engagement message

Use a micro-restart prompt instead of pressure.

Fill this in:
"Hey NAME — circling back on _____.

Still something you're looking to solve or did timing change?"

Your version:
_____
_____

7. Define your "no overthinking" rule

Pick the one that matches your personality:

☐ I send the message even if I don't feel ready
☐ I don't rewrite the opener ten times
☐ I choose from the bank and execute
☐ I never skip the daily window
☐ I refuse to wait for the "perfect" moment

Your rule:
_____
_____

8. Identify your sabotage pattern

Pick the one that has cost you the most leads:

☐ I hesitate
☐ I polish too much
☐ I get in my head
☐ I wait for the right words
☐ I send soft messages
☐ I talk too much
☐ I try to explain instead of asking

Your sabotage pattern:
_____
_____

9. Install your personal reset rule

Fill this in:

"If I ever catch myself hesitating again, I will immediately send _____."

Example:
☐ a micro-question
☐ Template A
☐ the simplest version of my opener

Your reset rule:
_____
_____

10. Finalize your First-Message Operating Standard

This is the system you run every single day.

Complete the sentence:

"My first message system is: send __ messages/day at __ time using a rotation from my message bank, follow up after __ hours, and never send an opener without a micro-question."
Your operating standard:

This is now your non-negotiable.

Why This Matters:

A breakthrough opener doesn't matter if you only use it once. You make money when your opener becomes a system, not a lucky message. Solopreneurs fail because their outreach is emotional, inconsistent, and dependent on how they feel that day. This worksheet removes emotion. Installs structure. Creates daily momentum. And turns your first message into a predictable revenue lever. This is what transforms a founder into someone who books calls every week.

If you want help turning your outreach into a predictable appointment machine, go here:

https://square1grp.com/brainstormsession