

TURN YOUR FOLLOW-UP MAP INTO HIGH-RESPONSE SCRIPTS

STEAL THESE TEMPLATES SO YOU NEVER WONDER “WHAT DO I SAY NEXT?” AGAIN.

HIGH-RESPONSE SCRIPTS

HOW TO USE THIS WORKSHEET

Today is execution day. You already built the structure. Now you get plug-and-play scripts for each of the five touches. Your job is simple: customize each script using the blanks, examples, and tone choices so by the end of the worksheet you have a polished, ready-to-send follow-up sequence you can use for the next 30 days.

Every script must be:

- Short
- Clear
- Casual
- Human
- Easy to reply to
- No paragraphs. No pitching. No desperation.
- Just momentum.

THE WORKSHEET:

1. Touch 1 Script — The Light Nudge

Purpose: Reopen the tab in their brain without pressure.

Template:
“Quick follow-up — wanted to make sure I didn’t miss your reply on _____. What’s your timeline looking like?”

Fill it in: _____

Example:
“Quick follow-up — wanted to make sure I didn’t miss your reply on fixing your lead consistency. What’s your timeline looking like?”

2. Touch 2 Script — Reframe with a New Angle

Purpose: Give them a different perspective so the conversation feels fresh. Choose one of the angles:

- ☐ Clarify their goal
- ☐ Clarify their bottleneck
- ☐ Point out a simple mistake
- ☐ Ask a curiosity question
- ☐ Drop a pattern interrupt

Template:
“Circling back because I’ve been thinking — for most _____, the real issue isn’t _____, it’s _____. Does that line up with what you’re seeing?”

Fill it in: _____

Example:
“Circling back because I’ve been thinking — for most service providers, the real issue isn’t leads, it’s follow-up. Does that line up with what you’re seeing?”

3. Touch 3 Script — The Value Hit

Purpose: Show expertise without lecturing or giving a full lesson.

Template:
“Quick insight for you: the biggest mistake I see _____ struggling with is _____. Curious if that’s happening on your end too.”

Fill it in: _____

Example:
“Quick insight for you: the biggest mistake I see accountants struggling with is treating all leads the same. Curious if that’s happening on your end too.”

4. Touch 4 Script — The Direct Movement Question

Purpose: Force clarity. Yes-or-no questions get replies.

Template:
“Still planning to fix _____ this month, or did the priority shift?”

Fill it in: _____

Example:
“Still planning to fix your follow-up consistency this month, or did the priority shift?”

5. Touch 5 Script — Close the Loop

Purpose: Remove pressure and end the thread with confidence. This one gets absurdly high replies.

Template:
“Hey, not sure if the timing is off or things changed on your end. Want me to close this out, or should I keep you on my list?”
Write your version: _____

Example:
“Hey, not sure if the timing is off or things changed on your end. Want me to close this out, or should I keep you on my list?”

6. Choose Your Tone for the Entire Sequence

Pick one to keep your voice consistent.

- ☐ Direct
- ☐ Casual
- ☐ Warm
- ☐ Neutral
- ☐ Assertive
- ☐ Friendly
- ☐ Minimalist

Chosen tone: _____

7. Rewrite Each Script in Your Chosen Tone

Touch 1 rewritten: _____

Touch 2 rewritten: _____

Touch 3 rewritten: _____

Touch 4 rewritten: _____

Touch 5 rewritten: _____

8. Check for the Four Reply Triggers

Rate each script 1–5 (5 = strong) for:

Clarity: _____
Curiosity: _____
Ease of reply: _____
Momentum: _____

Any script under 3 needs a rewrite before sending.

9. Assemble Your Final Follow-Up Sequence

Rewrite your polished scripts here, exactly as you will send them:

Touch 1: _____

Touch 2: _____

Touch 3: _____

Touch 4: _____

Touch 5: _____

10. Commit to Running This Sequence for 7 Days

Fill this in: _____

“I will use this exact sequence for the next 7 days to re-engage cold leads, revive stalled conversations, and book calls. I will not improvise or skip steps.”

Signed: _____

Why This Matters:

Most solopreneurs lose deals not because the lead wasn’t interested, but because they didn’t know what to say after the first message. These scripts give you a predictable communication rhythm. Predictable rhythm leads to predictable replies. Predictable replies lead to calls. Calls lead to clients. Tomorrow we package all this into the workbook.

If you want help building a follow-up system that books calls every single week without chasing:

<https://square1grp.com/brainstormsession>