FIX YOUR MESSAGE SO THEY CAN'T IGNORE YOU

SILENCE HAPPENS WHEN YOUR MESSAGE IS FORGETTABLE.

(THE MESSAGE)

HOW TO USE THIS WORKSHEET

Today you fix the #1 reason people ghost:
Your messages don't create movement.
Not urgency.
Not curiosity.
Not emotional relevance.

Not clarity.
Not direction.
This worksheet restructures your first-contact messaging so silence becomes impossible.
We're rebuilding your communication approach ruthlessly and intentionally.

THE WORKSHEET:

1. What was the FIRST message you sent your last 3 ghosted leads?

Paste or write them:
Lead 1: _____
Lead 2: _____
Lead 3: _____

Did it have a question?
☐ Yes   ☐ No

Did it request a reply?
☐ Yes   ☐ No

Did it inspire urgency?
☐ Yes   ☐ No

2. Which of these 7 messaging gaps do you suffer from most?

Pick your top TWO.

☐ **Too vague**
☐ **Too generic**
☐ **Too long**
☐ **Too formal**
☐ **Too passive**
☐ **Too similar to everyone else**
☐ **Too logical, no emotion**

Pick the ones that sting

3. Audit your OWN messaging tone:

Check all that apply:

☐ **Soft**
☐ **Hesitant**
☐ **Polite**
☐ **Mechanical**
☐ **Boring**
☐ **Unconfident**
☐ **Sporadic**
☐ **Random**
☐ **Slightly desperate**
☐ **Unclear**

Yes, this hurts. Good.

4. Rewrite your opening line using THIS formula:

PAIN → CURIOSITY → MICRO-COMMITMENT

Fill-in-the-blanks prompt:
"Hey NAME — I noticed you're working on _____.
Real quick…
What's the biggest roadblock you're struggling with right now?"

Your version:

5. Rewrite your CTA using THIS structure:

Direct & easy → no pressure → zero friction

Fill-in-the-blanks prompt:
"If I put together a plan to help you fix _____, would you want to see it?"

Your version:

6. Now rewrite your entire first outreach message:

Prompt template:

(Opening hook)
Micro-question
Soft CTA
Your rewritten version:

7. What's the NEW emotional target behind your message?

Pick ONE:

☐ **Urgency**
☐ **Curiosity**
☐ **Clarity**
☐ **Safety**
☐ **Confidence**
☐ **Permission**
☐ **Direction**
☐ **Hope**

This determines your tone.

8. Predict how many fewer ghostings you'd experience if your message improved:

☐ **10% fewer**
☐ **25% fewer**
☐ **50% fewer**
☐ **75% fewer**
☐ **90% fewer**
☐ **basically all gone**

(Yes, this is obvious.)

9. Now rewrite ONE message you regret sending:

Be brutal.
Old message:

New message:

10. Define your new rule:

(fill-in-the-blank)

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

Example: clarity / a question / direction / urgency / purpose / intent

Why This Matters:

Because ghosting…is caused by messages that don't deserve attention.
This worksheet forces you to create communication that:

1. hits a nerve
2. moves them emotionally
3. demands an answer
4. creates momentum instantly

Fix your message, fix your ghosting problem.

If you want message structure + scripts done WITH you, go here:

https://square1grp.com/brainstormsession