THE ANTI-GHOSTING PLAYBOOK

Fix your ghosting problem at the source.Audit, diagnose, and rebuild your follow-up so prospects can't disappear on you.

GHOSTING PATTERN

COMMUNICATION APPROACH

ANTI-GHOST

OSTING GGER

1

THE MESSAGE

FOLLOW-THROU

AUDIT YOUR GHOSTING PATTERNS

GHOSTING ISN'T RANDOM. IT'S PREDICTABLE. AND IT'S YOUR FAULT.

GHOSTING PATTERN

HOW TO USE THIS WORKSHEET

Today is a reality check. You're going to stop pretending your leads ghost because they're "busy," "cheap," or "weren't serious." You'll analyze your own patterns and see EXACTLY where you're causing the disconnect.

This audit exposes:
1. When ghosting happens
2. How often
3. Why it happens
4. What you did wrong
5. What you didn't do
6. What you thought you did

This is the gut punch before the fix.
Fill out everything. No skipping sections.

THE WORKSHEET:

1. In the past 30 days… how many leads ghosted you?

(Answer honestly.)

- ☐ 0–3
- ☐ 4–7
- ☐ 8–12
- ☐ 13+
- ☐ I have no idea (which is worse)

If you don't know, you're blind.

2. Which stage do they ghost you at most?

(Check ALL that apply)

- ☐ After first reply
- ☐ After booking link
- ☐ Before the call
- ☐ After the call
- ☐ After proposal went out
- ☐ After you followed up
- ☐ Random — no predictable pattern

There's ALWAYS a pattern.

3. Which platform do they ghost you on most?

(Check one)

- ☐ SMS
- ☐ Email
- ☐ Phone
- ☐ Social DMs
- ☐ All of them equally

Your weakness hides here.

4. When they ghost you, how do you respond?

(Be brutally honest)

- ☐ I follow up once or twice
- ☐ I wait for them to return
- ☐ I move on to the next lead
- ☐ I tell myself they weren't serious
- ☐ I get discouraged and stop
- ☐ I blame the lead

This reveals mindset + behavior.

5. How many times do you follow up AFTER they ghost?

- ☐ 0 times
- ☐ 1–2 touches
- ☐ 3–5 touches
- ☐ 6–10 touches
- ☐ 10+ touches
- ☐ I don't keep count

The average close happens AFTER touch #8.

6. Which emotional reaction happens first when someone ghosts you?

Pick ONE.

- ☐ Frustration
- ☐ Fear
- ☐ Anger
- ☐ Shame
- ☐ Anxiety
- ☐ Ego hit
- ☐ Avoidance
- ☐ Apathy (lie)

Yes, we're going deep.

7. What story do you tell yourself when someone ghosts you?

(fill in the blank)

"When someone ghosts me, I assume they _____."

Example: "weren't serious in the first place."

8. HOW did you lose them?

(Read that again — HOW, not WHY.) Check ALL that apply:

- ☐ Lack of urgency in your message
- ☐ Weak follow-up rhythm
- ☐ You didn't ask a direct question
- ☐ You stopped too early
- ☐ Your message had no clarity
- ☐ No CTA
- ☐ You waited too long to follow up
- ☐ You assumed they were gone

THIS is the meat.

9. For your LAST 5 ghosted leads, list what happened:

Lead Initial	Stage Ghosted	Last Message Sent	Days of Follow-Up	Outcome
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

Yes, this hurts. Good.

10. Based on this audit… what's the REAL problem?

(fill this in)

"My REAL ghosting problem is _____."

Example: "I never send more than 3 follow-up messages."

Why This Matters:

Because you can't fix ghosting if you don't know WHY or WHERE it happens. Everyone thinks ghosting = bad lead.
Bullshit. Ghosting = weak system. Today gave you the truth. Now you'll use it.

If you want help fixing ghosting at the SYSTEM level:

https://square1grp.com/brainstormsession

DIAGNOSE WHY THEY STOP REPLYING

GHOSTING IS NOT RANDOM. IT'S TRIGGERED.

(GHOSTING TRIGGER)

HOW TO USE THIS WORKSHEET

Your leads don't ghost because they're "bad." They ghost because something in your messaging, timing, structure, or expectation-setting FAILED.

Today is about identifying WHAT is causing ghosting in your pipeline so we can eliminate it tomorrow.
Fill this out with actual leads and real behavior — not wishful delusion.

THE WORKSHEET:

1. Which of these is MOST often true right before someone ghosts you?

Pick ONE.

- ☐ You misqualified them
- ☐ You overwhelmed them
- ☐ You were unclear
- ☐ You gave them too much space
- ☐ You asked too much too soon
- ☐ You didn't establish urgency
- ☐ You didn't give direction

This is usually the doorway to the ghost.

2. Of your last 10 ghosted leads… how many did YOU delay replying to?

- ☐ 0
- ☐ 1–3
- ☐ 4–6
- ☐ 7–10
- ☐ I don't know (which means too many)

Ghosting is often a mirror.

3. Which part of your messaging pushes leads away?

Check every one you recognize.

- ☐ Too formal
- ☐ Too generic
- ☐ Too long
- ☐ Too vague
- ☐ Too complicated
- ☐ Too salesy
- ☐ Too rushed
- ☐ Too passive
- ☐ Too needy

Every weakness has a consequence.

4. When a lead goes silent… which reality is usually true?

(Fill in the blank)

"They didn't see enough _____ to continue."

Examples: value / urgency / clarity / confidence / proof / trust / direction

The missing ingredient is your fix.

5. Which of these statements describes your process best?

- ☐ I ask for the call too early
- ☐ I don't ask for the call early enough
- ☐ I leave leads floating awkwardly
- ☐ I assume interest = commitment
- ☐ I have zero structure to when I push for the call

This defines timing failure.

6. Which message do THEY receive first?

Check one:

- ☐ A question
- ☐ A resource
- ☐ A call-to-action
- ☐ A pitch
- ☐ Something long and heavy
- ☐ Something short and confusing
- ☐ Something inconsistent

First contact sets tone.

7. Of your last 5 ghosted leads — WHY do you think THEY ghosted?

not YOUR excuse. THEIR reality. Fill this out:

Lead Initial	Likely Cause
_____	_____
_____	_____
_____	_____
_____	_____

Examples: lost momentum / unclear next step / overwhelmed / low urgency / forgot / too vague

8. Which of these causes the MOST ghosting in your funnel?

Pick ONE.

- ☐ Weak value clarity
- ☐ Lack of proof
- ☐ Weak CTA
- ☐ Long delay
- ☐ Bad timing
- ☐ Bad messaging
- ☐ Confusion
- ☐ You stop early

This is the root.

9. What's your ghosting responsibility score?

(Not theirs. Yours.)
Rate yourself 1–10.

My responsibility score is: _____ /10

If it's below 7 you're lying.

10. Complete this brutally honest sentence:

"If I'm being real… my leads ghost because I _____."

Example:
"…don't follow up long enough."
"…never build urgency."
"…sound like everyone else."
"…pitch too early."

Why This Matters:

Because if you misdiagnose the problem…you will build the wrong solution. And waste YEARS. This worksheet exposes the real causes beneath the excuses. Tomorrow, you fix them.

If you want to stop ghosting permanently by fixing your system and message:

https://square1grp.com/brainstormsession

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

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.

- ☐ **Text**
- ☐ **Email**
- ☐ **Phone**
- ☐ **DM**

The ONE you can execute consistently.

2. Choose your SECONDARY channel:

Pick ONE.

- ☐ **Text**
- ☐ **Email**
- ☐ **Phone**
- ☐ **DM**

The one that reinforces your presence.

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)

- ☐ **8am**
- ☐ **10am**
- ☐ **12pm**
- ☐ **3pm**
- ☐ **5pm**
- ☐ **8pm**

(Consistency > timing)
Chosen time:

6. How will you track touches?

Check one:

- ☐ **Spreadsheet**
- ☐ **CRM pipeline**
- ☐ **Notes app**
- ☐ **Paper checklist**
- ☐ **Text log**
- ☐ **Something else**

Selected tracking method:

7. What will you do when someone DOES reply?

Check one:

- ☐ **Push to a call**
- ☐ **Ask a qualifying question**
- ☐ **Send a resource**
- ☐ **Book them immediately**
- ☐ **Ask micro-commitment**

Your choice:

8. What will you STOP doing starting today?

Pick the honest one:

- ☐ **Waiting too long to follow up**
- ☐ **Sending long messages**
- ☐ **Quitting after 2 touches**
- ☐ **Assuming they're gone**
- ☐ **Overthinking every message**
- ☐ **Random sporadic outreach**

Your STOP:

9. What metric defines a WIN next week?

Pick one:

- ☐ **5 replies**
- ☐ **3 calls booked**
- ☐ **10 conversations started**
- ☐ **25 touches**
- ☐ **5 revivals**
- ☐ **15 ghosted leads re-opened**

Win metric:

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

If prospects keep disappearing, it's time to fix your follow-up.

This playbook helps you uncover ghosting triggers, rewrite your messages, and install an anti-ghost system that gets replies.

Stop getting ignored. Start conversations that convert.

square1grp.com/brainstormsession