SQUARE 1 GROUP

THE REPLY STARTER
PLAYBOOK

Write messages that get seen, opened, and answered.
Audit, clarify, rebuild, and systemize your first touch so every conversation starts strong.

MESSAGE QUALITY

FRAMEWORK

THE FIRST MESSAGE

INTENT

FIRST-MESSAGE SYSTEM

CLARIT

REBUILD MESSAGE

1

AUDIT YOUR FIRST MESSAGE

YOUR FIRST MESSAGE DECIDES EVERYTHING. IF IT'S WEAK, THE LEAD DISAPPEARS.

THE FIRST MESSAGE

HOW TO USE THIS WORKSHEET

Today is about brutal clarity. You're going to audit your own first message and expose why people don't reply. This is the moment where you stop pretending your opener is "fine" and face the truth: your first message either creates momentum or kills it instantly.

Be honest.
Don't guess.
Don't rewrite history.
Write what you actually sent.
Then tear it apart.

THE WORKSHEET:

1. Pull up the last 5 leads you messaged.

Write down the literal first message you sent each one.

Lead #1:
_____
Lead #2:
_____
Lead #3:
_____
Lead #4:
_____
Lead #5:
_____

This is the raw material we're fixing.

2. Did any of those messages follow this rule?

A first message must do three things:
- ✅ Be clear
- ✅ Ask something
- ✅ Create movement

Check each one honestly.
Lead #1
Clear? Yes / No
Asked a question? Yes / No
Created movement? Yes / No

Repeat for all 5.

3. Which of these sins did your opener commit?

Check every one that applies.

- ☐ Too long
- ☐ Too vague
- ☐ Too formal
- ☐ Too friendly
- ☐ Zero question
- ☐ No direction
- ☐ Sounds like everyone else
- ☐ Too soft
- ☐ Too passive
- ☐ No urgency
- ☐ No curiosity spark
- ☐ Just a greeting with nothing behind it
- ☐ You talked too much
- ☐ You said too little
- ☐ You asked a heavy question too early
- ☐ This shows the real issue.

4. What emotion did your opener create?

Pick the true one.

- ☐ Confusion
- ☐ Indifference
- ☐ Overwhelm
- ☐ Skepticism
- ☐ Neutrality
- ☐ Mild interest
- ☐ Trust
- ☐ Curiosity
- ☐ Momentum
- ☐ Most people land in the dead-middle zone: neutral.
- ☐ Which gets you ghosted.

5. What was missing from your opener?

Fill this in:

"My first message lacked _____."

Examples: clarity, direction, a question, a hook, urgency, authority.

6. What was the goal of your opener?

Be honest: what were you actually trying to accomplish?

Fill-in-the-blank:

"I was trying to _____."

Example: "sound nice," "not seem pushy," "introduce myself," "get them to reply," "book a call immediately."

You'll see the hidden flaw here: your goal wasn't aligned with what works.

7. Identify your dominant pattern.

Which ONE describes you best?

"I talk too much in my opener."
"I say too little."
"I try to be polite instead of clear."
"I avoid asking questions."
"I ask heavy questions too early."
"I sound like a bot."
"I sound like everyone else."
"I don't know what to say so I send something soft."
"I panic and ramble."

Pick the truth, not the ego-safe answer.

8. Rewrite your weakest opener in one sentence:

What did you try to say?

"I was basically saying: _____."

This will expose how un-compelling it actually was.

9. Predict how many replies you lost because of your opener.

Choose the painful, realistic number.

- ☐ 0–2
- ☐ 3–5
- ☐ 6–10
- ☐ 10–20
- ☐ 20+
- ☐ I don't want to admit it

This is why we're fixing it.

10. Finish this sentence.

This sets up tomorrow.

"If I fixed my first message, I would instantly increase my reply rate by _____."

Be honest.

Why This Matters:

Because right now your first message is costing you replies, calls, opportunities, and money.
The opener is the pressure point that matters most. It's the spark that determines whether a lead engages, ignores you, or ghosts forever. If the first message is weak, the entire pipeline collapses. If the first message is strong, everything opens up. This worksheet creates the awareness. Tomorrow, you build the foundation.

If you want help fixing your first message and turning it into a reply-generating machine:

https://square1grp.com/brainstormsession

CLARIFY YOUR MESSAGE BEFORE YOU SEND IT

YOU CAN'T WRITE A STRONG FIRST MESSAGE IF YOU DON'T KNOW WHAT YOU'RE TRYING TO SAY.

MESSAGE CLARITY

HOW TO USE THIS WORKSHEET

Today is about clarity and intent. Most solopreneurs send weak openers because they don't know what they want to accomplish. The message is vague because their thinking is vague. The message is passive because their positioning is passive. The message is confusing because they are confused.

This worksheet forces you to define what the message must accomplish so the opener can actually hit. You'll define:

What you want
Who you're talking to
What they care about
What they fear
What next step you want them to take
What outcome you're steering them toward
By the end, your message will have purpose instead of panic.

THE WORKSHEET:

1. Define the purpose of your first message.

Fill in the blank:

"The purpose of my first message is to _____."

Common answers: start a conversation, identify need, get a micro yes, create movement, push toward a call.

Weak answer: "introduce myself."

2. Identify the ONE action you want them to take.

Pick one:

- ☐ Reply to a question
- ☐ Confirm their problem
- ☐ Confirm their timeline
- ☐ Respond to a micro-ask
- ☐ Say yes to a resource
- ☐ Move toward a triage call

Your choice: _____
If you want everything, you get nothing.

3. Define the emotion you want your opener to create.

Pick ONE:

- ☐ Curiosity
- ☐ Clarity
- ☐ Momentum
- ☐ Urgency
- ☐ Safety
- ☐ Trust
- ☐ Direction

Your opener must be built around this emotional target.

4. Identify your prospect's most urgent problem

Fill in the blank:

"They are most frustrated by _____."

Example: not having leads, unpredictable revenue, being invisible, not converting.

This is what your opener must connect to.

5. Identify the moment they realized they needed help.

Finish this:

"They realized they needed help when _____."

Example: when referrals dried up, when leads ghosted, when they had no calls booked for the week.

This defines the psychological trigger behind their behavior.

6. Identify what your prospect fears.

Pick the closest ones:

- ☐ Wasting time
- ☐ Wasting money
- ☐ Being scammed
- ☐ Looking dumb
- ☐ Being pressured
- ☐ Choosing the wrong person
- ☐ Making a mistake
- ☐ Being sold too early
- ☐ Admitting they can't do it alone

These fears shape how direct or soft your opener must be.

7. Identify why they might hesitate to reply.

Pick up to three:

- ☐ They don't trust you yet
- ☐ Your opener was unclear
- ☐ Your opener was too heavy
- ☐ You didn't ask a question
- ☐ Your message blended in
- ☐ Your vibe felt off
- ☐ You gave too much space
- ☐ They forgot you
- ☐ There is always a reason.

8. Identify the tiny win they want from your opener.

Fill in this blank:

"Their ideal opener from me would help them understand _____."

Examples: whether I can help them, whether I understand their problem, whether this is worth their time.

This becomes your guiding star.

9. Define the conversation direction you want.

Pick one outcome:

- ☐ Move toward a call
- ☐ Identify their real pain
- ☐ Create momentum
- ☐ Disqualify tire-kickers
- ☐ Build trust before asking anything
- ☐ Get them talking about their goals

Your opener must aim at one direction, not all of them.

10. Rewrite the goal of your opener in one sentence.

Fill in the blank:

"My opener's job is to create _____ so they _____."

Examples:
- create clarity so they reply
- create direction so they feel safe
- create urgency so they engage
- create curiosity so they open up

This gives tomorrow's rebuild its spine.

Why This Matters:

A first message fails because the intention behind it is blurry. This worksheet forces you to sharpen your thinking so the message can actually land. When your message is anchored in a single emotion, a single direction, and a single purpose, prospects reply more because the opener makes sense and feels intentional.

You cannot fix messaging without first fixing intent. Day 2 gives your opener structure and purpose so Day 3 can rebuild it into something that actually commands a response.

If you want help crafting a lead-getting message that produces replies every single day:

https://square1grp.com/brainstormsession

REBUILD YOUR FIRST MESSAGE SO IT DEMANDS A REPLY

WEAK MESSAGES GET IGNORED. STRONG MESSAGES CREATE MOVEMENT.

(REBUILD MESSAGE)

HOW TO USE THIS WORKSHEET

Today you're going to rebuild your opener using a framework that eliminates confusion, hesitation, and silence. The goal is simple: create a message that is impossible to ignore because it's clear, relevant, and easy to reply to.

You will use a three-part formula:

Recognition
Direction
Micro-Question
This is the structure that consistently triggers replies across text, DM, email, or any platform. By the end of this worksheet, you will have a first message that actually works.

THE WORKSHEET:

1. Start with RECOGNITION

Complete this sentence:

"I noticed you're working on _____."

Examples:
getting more leads
growing revenue
fixing follow-up
getting consistent clients

Your version:

This is your opener's anchor. It tells them you see them.

2. Add CONTEXT

Now define the immediate situation your lead is in.

Fill in the blank:

"Most people at this stage are usually dealing with _____."

Examples:
- inconsistent leads
- slow months
- ghosted conversations
- referrals drying up

Your version:

This shows you understand their world.

3. Add DIRECTION

Now define where you're steering this conversation.

Pick one outcome:

☐ clarity
☐ momentum
☐ urgency
☐ safety
☐ trust
☐ direction

Your choice:
_____

This will shape the tone of your message.

4. Build the MICRO-QUESTION

This is the engine that forces a reply. Use a fill-in-the-blank template.

Pick one:
"What's the biggest challenge you're dealing with in _____ right now?"
"What are you trying to fix first _____ or _____?"
"Are you trying to get this solved this week or next month?"
"What made you start looking into this now?"
"Do you feel more stuck on the strategy or the execution?"

Your chosen micro-question:

This is the leverage point. A tiny question creates movement.

5. Write Your NEW Opener Using This Formula

Recognition → Context → Micro-Question

Draft it below:

This is your new first message. Keep it simple, clear, and conversational.

6. Run Your Message Through the "Reply Test"

Check all that apply:

☐ It's clear
☐ It's short
☐ It's direct
☐ It acknowledges their situation
☐ It asks something easy to answer
☐ It doesn't pitch
☐ It doesn't overwhelm
☐ It doesn't sound like a bot
☐ It leads to the next step

If you can't check at least seven boxes, rewrite it.

7. Cut It Down

Most openers fail because they ramble. Trim your draft to 2–3 lines max.

Rewrite your shorter version here:

Shorter almost always converts better.

8. Identify the Emotion Your Opener Creates

Pick one:

☐ curiosity
☐ momentum
☐ safety
☐ clarity
☐ urgency
☐ trust

Your choice must match what you selected yesterday.

Chosen emotion:
_____

9. Stress Test It Against a Real Lead

Pick one of your actual leads from the last 7 days.

Write their initials here:
_____

Now answer:
Would THIS new opener have gotten them to reply?
Yes / No
Why or why not?

This exposes what's still missing.

10. Finalize Your First Message Rule

Complete this:

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

Examples:
- a micro-question
- clear direction
- recognition of their problem
- intent
- a reason to reply

Your rule:

Why This Matters:

Your opener is the ignition switch for your entire pipeline. When the first message is strong, everything downstream becomes easier: replies, conversations, call bookings, and sales. Most founders try to fix their offers, ads, or landing pages when the real problem is the first message. Day 3 turns your opener into a system—something you can repeat, refine, and rely on. This is the turning point of the experiment.

If you want help building a message that pulls replies every single day without feeling salesy:

https://square1grp.com/brainstormsession

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

Most "no replies" aren't rejection

— they're messaging problems.

This playbook helps you analyze, rewrite, and systemize your first messages so leads respond faster and more often.

Turn cold opens into active conversations. **Your upgrade starts in the workbook.**

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