

# THE HIGH REPLY PLAYBOOK

If they're not replying, your system is broken.  
Here's how to fix it.

THE OPENER  
PIPELINE

**1**  
FOLLOW-UP  
SEQUENCE

HIGH-RESPONSE  
SCRIPTS

NATURAL

REPLY RATE

SHORT &  
CLEAR

# AUDIT YOUR CURRENT REPLY RATE

YOU CAN'T MULTIPLY SOMETHING YOU NEVER MEASURED.

REPLY RATE

## HOW TO USE THIS WORKSHEET

Today is about confronting the truth. If your reply rate is low, your pipeline will always feel dry, unpredictable, and inconsistent — no matter how many leads you generate.

Most solopreneurs think their messaging is “fine.” It isn’t. They think leads “just aren’t serious.” They are. They think silence means no. It doesn’t. This worksheet forces you to calculate your real reply rate, identify your patterns, expose your messaging flaws, and understand why people ignore you. Fill in every section honestly. If you skip, the whole system collapses.

## THE WORKSHEET:

### 1. Count the last 20 messages you sent to prospects.

Write the numbers below.

Total messages sent: \_\_\_\_\_  
Total replies received: \_\_\_\_\_

Now calculate your real reply rate:

Reply rate = (Replies ÷ Messages) × 100  
My reply rate is: \_\_\_\_\_ percent

Most solopreneurs are shocked when they see this number.

### 2. When do prospects typically reply?

Pick the closest pattern.

- ☐ Within minutes
- ☐ Within an hour
- ☐ Within a day
- ☐ Within 48 hours
- ☐ Only after I bump them
- ☐ Only after pressure
- ☐ Rarely or never

Your pattern: \_\_\_\_\_  
This reveals your timing and positioning problem.

### 3. When do prospects typically stop replying?

Check all that apply.

- ☐ After my first message
- ☐ After I ask a question
- ☐ After I send my booking link
- ☐ After they say they're interested
- ☐ After they “need to think”
- ☐ After I follow up once
- ☐ Anywhere and everywhere — total chaos

Your answer shows the choke point in your funnel.

### 4. What style of message do you usually send first?

Pick the honest one.

- ☐ Short and vague
- ☐ Long and overwhelming
- ☐ Soft and polite
- ☐ Stiff and formal
- ☐ Pushy and unclear
- ☐ Confident but confusing
- ☐ Random and inconsistent
- ☐ I don't know — I just type something

Your opener sets the tone for everything.

### 5. Why do you think people don't reply to you?

Pick the one that stings.

- ☐ I don't create urgency
- ☐ I don't create clarity
- ☐ I don't create curiosity
- ☐ I don't give direction
- ☐ I sound like everyone else
- ☐ I overexplain
- ☐ I under-explain
- ☐ I send boring messages
- ☐ I'm not consistent
- ☐ My tone is off

Now fill this in:  
If I'm being real, people don't reply because \_\_\_\_\_.

### 6. What emotion does your opener give off?

Pick the real vibe.

- ☐ Neutral
- ☐ Uncertain
- ☐ Timid
- ☐ Overeager
- ☐ Robotic
- ☐ Generic
- ☐ Forgettable
- ☐ Non-committal
- ☐ Safe
- ☐ Confident
- ☐ Clear
- ☐ Curious
- ☐ Warm
- ☐ Professional but bland

If the first seven resonate, that's the problem.

### 7. What emotion does your opener need to give off?

Pick ONE.

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

That emotion becomes the backbone of tomorrow's rebuild.

### 8. Audit your last three messages word-for-word.

- |                              |                             |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |

### 9. What percentage of your messages include a clear next step?

Circle one:

- ☐ 0 percent
- ☐ 25 percent
- ☐ 50 percent
- ☐ 75 percent
- ☐ 100 percent

A message without direction is a message destined for silence.

### 10. Finish this sentence:

This sets up the entire experiment.

"If I improved my reply rate by even 20 percent, it would immediately help me \_\_\_\_\_."

Examples:

- book more calls
- create momentum
- get more deals
- stop feeling anxious
- know which leads are serious
- feel in control of my business

## Why This Matters:

You can't increase your reply rate if you don't know your baseline. Reply rate is the heartbeat of your pipeline. Everything begins with the first response — and today you finally discovered why the heartbeat is weak. This worksheet breaks your denial, exposes your patterns, and creates the foundation for rebuilding your messaging into a high-conversion system. Tomorrow, we fix the message.

If you want help rebuilding your pipeline so replies and conversations happen daily:

<https://square1grp.com/brainstormsession>

# REBUILD YOUR OPENER

IF YOUR FIRST MESSAGE SUCKS, NOTHING AFTER IT MATTERS.

THE OPENER

## HOW TO USE THIS WORKSHEET

Yesterday you learned exactly why people weren't replying to you. Today, we rebuild the opener — the very first message that determines whether the lead becomes a conversation or a corpse in your CRM.

This worksheet gives you a simple framework to create a high-response opener you can use in DMs, SMS, email, or wherever your leads live. You'll walk away with one polished opener you can plug in immediately. Do not write paragraphs. Do not pitch. Do not explain your whole offer. Your ONLY job today is to create a message that gets a reply.

## THE WORKSHEET:

### 1. Choose your message angle

Pick ONE based on what your leads respond to (or what yesterday exposed).

- ☐ Curiosity
- ☐ Clarity
- ☐ Safety
- ☐ Momentum
- ☐ Direction
- ☐ Status
- ☐ Problem-based trigger

Selected angle: \_\_\_\_\_

### 2. Define the ONE purpose of your opener

Your opener should do exactly one thing. Which one matters most right now?

- ☐ Start a small conversation
- ☐ Qualify interest
- ☐ Confirm a detail
- ☐ Transition them toward a call
- ☐ Revive a stalled lead
- ☐ Re-engage someone who ghosted
- ☐ Turn a cold lead warm

Selected purpose: \_\_\_\_\_

### 3. Identify the ONE question you want them to answer

This is important. Replies come from questions, not statements.

Examples:  
"What are you working on this quarter?"  
"Remind me — are you currently taking on clients?"  
"Is your goal more leads or more consistency?"  
"What does your timeline look like?"

Write yours here: \_\_\_\_\_

### 4. Write your "first line pattern interrupt"

This is the line that stops the scroll. It must be short, casual, and not scream "salesperson."

Examples:  
"Quick question for you."  
"Wanted to ask you something real fast."  
"Can I get your take on something?"  
"Curious about something."

Write yours here: \_\_\_\_\_

### 5. Build the opener structure

You'll assemble three components.

- Pattern interrupt
- Context
- Question

Example structure:  
"Quick question — saw your note about struggling with inconsistent leads. If you had to choose one thing slowing you down the most right now, what would you say it is?"

Now build yours:  
Pattern interrupt: \_\_\_\_\_  
Context (1 short line): \_\_\_\_\_  
Your question: \_\_\_\_\_  
Put them together into one message: \_\_\_\_\_

### 6. Check your message for friction

Rate each item 1–5 (5 = strong, 1 = weak)

It's short: \_\_\_\_\_  
It's clear: \_\_\_\_\_  
It's easy to answer: \_\_\_\_\_  
It sounds human: \_\_\_\_\_  
It avoids pitching: \_\_\_\_\_  
It avoids rambling: \_\_\_\_\_  
It positions me as confident: \_\_\_\_\_

If any score is under 3, revise the opener.

### 7. Rewrite your opener to remove all fluff

Your message should fit in two lines max.

Rewrite it here after cutting unnecessary words: \_\_\_\_\_

### 8. Create one variation

In case the first opener doesn't pull replies, create a backup version using the same structure but a different question or pattern interrupt.

Variation: \_\_\_\_\_

### 9. Circle the tone you're aiming for

This locks in consistency.

- ☐ Curious
- ☐ Warm
- ☐ Direct
- ☐ Calm
- ☐ Professional
- ☐ Casual
- ☐ Assertive
- ☐ Neutral

Chosen tone: \_\_\_\_\_

### 10. Commit to using this opener for the next 7 days

Fill this in:

"The opener I will use for the next 7 days is: \_\_\_\_\_"

## Why This Matters:

Most solopreneurs choke their own pipeline because their opener gives off confusion, neediness, or zero direction. Today you built a message engineered for replies. Once you fix the opener, everything downstream becomes easier — more conversations, more calls, more deals. Tomorrow: we build the follow-up sequence that rescues non-responders.

If you want help fixing the messaging, pipeline, and follow-up so you book calls every week:

<https://square1grp.com/brainstormsession>

# FIX YOUR FOLLOW-UP SEQUENCE

MOST OF YOUR LOST REVENUE IS SITTING IN MESSAGES YOU NEVER SENT.

FOLLOW-UP SEQUENCE

## HOW TO USE THIS WORKSHEET

If Day 1 showed you where the pipeline was leaking and Day 2 fixed the opener, today you fix the second biggest revenue killer in your business: weak, inconsistent, or nonexistent follow-up. The goal is simple.

Build a 5-touch follow-up sequence that:

- Feels natural
- Gets replies
- Doesn't sound desperate
- Doesn't require chasing
- Moves people toward a call
- Today's worksheet gives you the framework.
- Tomorrow we refine it with scripts.

## THE WORKSHEET:

### 1. Choose your follow-up philosophy

Pick one that matches how you want to sound.

- ☐ Direct but respectful
- ☐ Soft and curious
- ☐ Problem-first
- ☐ Value-first
- ☐ Momentum-based
- ☐ Reminder-based
- ☐ Pattern interrupt

Selected philosophy:

### 2. Identify the real reason your leads stop replying

Check the one that fits most often. This reveals the tone your follow-up should take.

- ☐ They got busy
- ☐ They lost interest
- ☐ They don't trust you yet
- ☐ Your first message wasn't strong enough
- ☐ You confused them
- ☐ They aren't clear on next steps
- ☐ They don't feel urgency
- ☐ They think you're about to pitch them

Write which one hurts your pipeline the most:

### 3. Write the ONE outcome you want your follow-up to achieve

Avoid overthinking. Your follow-up should do exactly one thing.

- ☐ Move them back into a conversation
- ☐ Get clarity on their timeline
- ☐ Nudge them toward a call
- ☐ Reopen a stalled thread
- ☐ Turn a soft lead into a warm one

Chosen outcome:

### 4. Map your 5-touch follow-up flow

You're going to build the structure first. Each touch has a purpose. You'll script them tomorrow.

Touch 1 — Light nudge or clarity question

Purpose: \_\_\_\_\_

Touch 2 — Reframe message (new angle)

Purpose: \_\_\_\_\_

Touch 3 — Value hit (insight, observation, or resource)

Purpose: \_\_\_\_\_

Touch 4 — Direct question to create movement

Purpose: \_\_\_\_\_

Touch 5 — Close-the-loop ("still want me to hold your spot?")

Purpose: \_\_\_\_\_

### 5. Choose the pattern interrupt for Touch 1

Pick one.

- ☐ "Circling back real quick."
- ☐ "Wanted to make sure I didn't miss your reply."
- ☐ "Quick follow-up on this."
- ☐ "Dropping this back on your radar."
- ☐ "Curious where your head landed on this."

Selected line:

### 6. Build your "value hit" for Touch 3

This is where most people blow it. You're not teaching. You're not pitching. You're simply proving you're not a random person DMing them.

Fill this in:

"The biggest mistake I see \_\_\_\_\_ struggling with is \_\_\_\_\_. Curious if that's happening on your end too."

Example:

"The biggest mistake I see agents struggling with is thinking their lead problem is volume when it's actually a follow-up issue."

Now create yours:

### 7. Build your "direct movement" question for Touch 4

This question should force a yes-or-no answer. No fluff.

Examples:

"Are you still focused on fixing \_\_\_\_\_ this month?"

"Should I hold a spot for you?"

"Is \_\_\_\_\_ still a priority for you right now?"

Write yours:

### 8. Build your "close the loop" final message

This one gets stupidly high replies when done right because it removes pressure.

Template:

"Hey, not sure if the timing is off or your priorities shifted. Want me to close this out on my end, or should I keep you on my list?"

Write yours:

### 9. Check your 5-touch sequence for friction

Rate each 1–5 (5 = strong)

Touches are short: \_\_\_\_\_

Touches are clear: \_\_\_\_\_

Touches create motion: \_\_\_\_\_

Touches avoid neediness: \_\_\_\_\_

Touches stay human: \_\_\_\_\_

Touches align with your avatar: \_\_\_\_\_

If any item scores under 3, revise the entire sequence.

### 10. Finalize your 5-touch follow-up map

Rewrite your cleanest version here:

Touch 1: \_\_\_\_\_

Touch 2: \_\_\_\_\_

Touch 3: \_\_\_\_\_

Touch 4: \_\_\_\_\_

Touch 5: \_\_\_\_\_

## Why This Matters:

People don't reply because you're inconsistent, unclear, or too soft. A strong follow-up sequence reactivates the pipeline you thought was dead and makes you look like the most reliable person in their inbox. You fix this, you print money. Tomorrow we build the scripts that put this whole system into motion and get you replies within 24 hours.

If you want me to help you rebuild a follow-up system that actually books calls instead of leaving you ghosted:

<https://square1grp.com/brainstormsession>

# 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>

# If your messages aren't getting replies, it's time to change the system

This playbook helps you rebuild your opener, refine your follow-up, and turn your process into scripts that work.

Upgrade your reply rate. Start inside.

[square1grp.com/brainstormsession](https://square1grp.com/brainstormsession)

