

# AUDIT YOUR NO-SHOW REALITY

IF PEOPLE DON'T SHOW UP, IT'S NOT RANDOM. IT'S A PATTERN YOU'RE IGNORING.

NO-SHOW REALITY

## HOW TO USE THIS WORKSHEET

Today is about facts, not feelings. Most solopreneurs say things like: "People just flake." "They weren't serious." "It's the market."

That's all bullshit unless you've actually looked at the data. This worksheet makes you quantify your no-show rate, identify patterns, and expose the exact moments where commitment breaks down. You can't fix what you won't measure. Pull up your calendar, CRM, or inbox before you start.

## THE WORKSHEET:

### 1. Look at your last 30 scheduled calls.

Fill this in with real numbers.

Total calls scheduled: \_\_\_\_\_  
Calls attended: \_\_\_\_\_  
No-shows: \_\_\_\_\_

Now calculate your no-show rate:  
(No-shows ÷ Scheduled calls) × 100 = \_\_\_\_\_ %

If this number is above 20%, you have a system problem.

### 2. When do no-shows happen most often?

Check the closest match.

- Same day bookings
- Next-day bookings
- 2-3 days out
- 4-7 days out
- More than a week out
- No clear pattern (which means you haven't looked)

This tells you where commitment decays.

### 3. What type of call gets no-showed the most?

Pick one.

- Free strategy call
- Discovery / triage call
- Sales call
- Follow-up call
- Intro call
- Consultation
- I don't differentiate my calls (problem)

Weak framing = weak attendance.

### 4. How did these no-show leads originally come in?

Check all that apply.

- Paid ads
- Organic inbound
- Referral
- Cold outreach
- DM conversation
- Email list

No-show behavior is often tied to acquisition source.

### 5. How far in advance do people usually book?

Pick the truth.

- Same day
- 1 day ahead
- 2-3 days ahead
- 4-7 days ahead
- More than a week
- It's all over the place

Longer gaps usually mean weaker commitment.

### 6. What did you do AFTER they booked?

Check everything you actually do, not what you think you do.

- Sent calendar invite
- Sent a confirmation email
- Sent a confirmation text
- Sent a reminder
- Sent a prep message
- Sent nothing and hoped they'd show

Silence after booking kills attendance.

### 7. How many touches do they get before the call?

Pick one.

- 0
- 1
- 2
- 3
- 4+

Less than 2 is almost guaranteed to produce no-shows.

### 8. What story do you tell yourself when someone no-shows?

Fill this in honestly.

"When someone no-shows, I assume they \_\_\_\_\_."

Examples:

- weren't serious
- forgot
- got busy
- never intended to show
- were just browsing

This belief shapes your behavior more than you realize.

### 9. Look at your last 5 no-shows.

Write what actually happened.

Lead Initials	Call Type	Days Between Booking & Call	What You Sent Before the Call

Patterns will jump off the page if you're honest.

### 10. Based on this audit, what's the REAL issue?

Finish this sentence.

"My no-show problem exists because I \_\_\_\_\_."

Examples:

- don't reinforce commitment
- don't frame the call as valuable
- don't remind them properly
- don't create urgency
- don't qualify well
- treat calls as optional

This is the root we'll fix tomorrow.

## Why This Matters:

No-shows aren't disrespect. They're a lack of commitment. And lack of commitment is created by weak framing, poor follow-up, and unclear expectations. Today you stopped guessing and finally saw the truth of your calendar behavior. Once you see the pattern, you can fix it fast. Tomorrow we'll break down the exact mistakes you make before the call that cause people to disappear.

If you want help fixing no-shows at the system level so your calendar actually converts:

<https://square1grp.com/brainstormsession>