IDENTIFY THE PRE-CALL MISTAKES THAT CAUSE NO-SHOWS

PEOPLE DON'T SKIP CALLS THEY BELIEVE MATTER.

PRE-CALL MISTAKES

HOW TO USE THIS WORKSHEET

Yesterday you measured the damage.
Today you find the cause.
No-shows don't happen on the calendar.
They happen in the moments leading up to the booking and immediately after.

This worksheet forces you to identify the exact behaviors, messages, and gaps that signal to the prospect that your call is optional.
You're not fixing reminders yet.
You're fixing perceived value and commitment.

THE WORKSHEET:

1. How do you describe the call when you invite someone to book?

Pick the closest match.

- ☐ Free call
- ☐ Quick chat
- ☐ Strategy session
- ☐ Discovery call
- ☐ Consultation
- ☐ Intro call
- ☐ Sales call
- ☐ "Just a call"

If it sounds disposable, it gets treated that way.

2. What promise do you attach to the call?

Be honest.

- ☐ A clear outcome
- ☐ A vague benefit
- ☐ "Let's see if it's a fit"
- ☐ "Pick my brain"
- ☐ "No promise at all"

Calls without outcomes get skipped.

3. Do you set expectations before booking?

Check what you actually do.

- ☐ Explain who the call is for
- ☐ Explain who it's not for
- ☐ Explain what will happen on the call
- ☐ Explain how long it will take
- ☐ Explain what prep is required
- ☐ Explain what happens after
- ☐ I don't explain any of this

Lack of expectations = low commitment.

4. When do you send the booking link?

Pick the real answer.

- ☐ Immediately, no context
- ☐ After a short explanation
- ☐ After qualifying questions
- ☐ After confirming timing and urgency
- ☐ I drop it casually and hope

The earlier and looser the link, the lower the show rate.

5. What feeling does your booking process create?

Choose the uncomfortable truth.

- ☐ Optional
- ☐ Casual
- ☐ Low-stakes
- ☐ Curious
- ☐ Serious
- ☐ Focused
- ☐ Intentional

People show up for serious.

6. What do you assume once someone books?

Pick the belief that's actually true for you.

- ☐ "They're committed now"
- ☐ "They'll remember"
- ☐ "They'll show up"
- ☐ "I don't need to do anything else"
- ☐ "I should probably remind them, but I don't"

This assumption is killing your calendar.

7. How much authority do you establish before the call?

Pick one.

- ☐ None
- ☐ Very little
- ☐ Some, but inconsistent
- ☐ Clear authority and positioning
- ☐ Strong authority and leadership

People don't ghost authority figures.

8. What's missing from your current pre-call process?

Check the one that hurts most.

- ☐ Clear value framing
- ☐ Authority positioning
- ☐ Expectation setting
- ☐ Qualification
- ☐ Reminder cadence
- ☐ Prep requirement
- ☐ Urgency
- ☐ Respect for your own time

This tells us where to fix first.

9. Look at the last no-show and answer this honestly.

Finish the sentence.

"They didn't show up because the call felt
_____."

Examples:
- optional
- low priority
- replaceable
- unclear
- non-essential
- easy to skip

This is the perception you created.

10. Rewrite how you SHOULD frame the call.

Fill this in.

"This call exists to help you
_____.
By the end of the call, you will
_____."

Example:
"This call exists to help you identify what's actually blocking consistent leads. By the end of the call, you'll know exactly what needs fixing next."

Write yours:
_____

Why This Matters:

No-show prevention starts long before reminders and confirmations. It starts with framing, authority, and expectation. If the prospect doesn't understand why the call matters, they won't protect the time. Tomorrow we'll rewrite the exact confirmation and reminder messages that lock commitment in.

If you want help rebuilding your booking and pre-call system so people actually show up:

https://square1grp.com/brainstormsession