FIX YOUR CONFIRMATION & REMINDER MESSAGING

IF YOUR REMINDERS SOUND OPTIONAL, YOUR CALL IS OPTIONAL.

CONFIRMATION & REMINDER MESSAGING

HOW TO USE THIS WORKSHEET

Most people think no-shows are a reminder problem. They're not. They're a **commitment problem disguised as a reminder problem**.

Today you'll audit and rebuild the exact messages that go out after someone books:
- the confirmation message
- the reminder message
- the day-of message

The goal is simple:
Make the call feel intentional, valuable, and not skippable. Short messages. Clear framing. Zero fluff.

THE WORKSHEET:

1. Write the EXACT confirmation message you send right now

Copy it word for word. No edits.

Confirmation message:
_____

Now answer honestly:
Does this message explain why the call matters?
☐ Yes   ☐ No
Does it reinforce commitment?
☐ Yes   ☐ No
Does it feel optional?
☐ Yes   ☐ No

If you answered "Yes" to optional, that's the problem.

2. Write the EXACT reminder message you send

If you don't send one, write "NONE."

Reminder message:
_____

Does this message do anything besides say "Reminder"?
☐ Yes   ☐ No

Reminder-only reminders don't work.

3. What does your messaging accidentally communicate?

Pick the one that hurts.

- ☐ "This call is casual"
- ☐ "This is free, so it's not that important"
- ☐ "This is exploratory, not decisive"
- ☐ "This is flexible"
- ☐ "This can be skipped if something comes up"

That's the signal you're sending right now.

4. Define the ONE commitment signal you want to send

Pick one:

- ☐ Respect for time
- ☐ Clear value
- ☐ Clear outcome
- ☐ Authority
- ☐ Urgency
- ☐ Preparation required

This becomes the backbone of your messages.

5. Rewrite your confirmation message using this structure

Structure:
1. Reinforce value
2. Set expectation
3. Confirm commitment

Template:
"You're booked for [CALL TYPE] on [DATE/TIME].
This call is designed to help you _____.
Please make sure you're in a quiet place and ready to focus."

Now write yours:
_____

Keep it tight. No fluff.

6. Rewrite your reminder message to reinforce commitment

Template:
"Quick reminder about our call tomorrow.
We'll be focused on
_____.
If something changed and you can't make it, let me know."

Write yours:
_____

Notice: this assumes seriousness, not flakiness.

7. Create a SAME-DAY commitment message

This is sent the morning of the call.

Template:
"Looking forward to our call today.
Come ready to talk about
_____.
See you at [TIME]."

Write yours:
_____

This locks it in psychologically.

8. Do you require ANY preparation from the prospect?

Check one.

- ☐ Yes, and I communicate it
- ☐ Yes, but I don't communicate it
- ☐ No prep required
- ☐ I've never thought about this

Preparation increases attendance. Period.

9. Add ONE light prep requirement

Fill this in:
"Before the call, please take a minute to think about _____."

Examples:
- your biggest bottleneck
- what you've already tried
- what success would look like

Write yours:
_____

This increases buy-in.

10. Finish this sentence

This is your reframe.

"My calls get no-showed because my messages make them feel _____."

Examples:
- optional
- casual
- replaceable
- low-stakes

Tomorrow, we remove that completely.

Why This Matters:

People don't skip calls they've mentally committed to. Your confirmation and reminder messages either reinforce commitment or silently kill it. Today you turned reminders into **reinforcement**. Tomorrow you install the full no-show prevention system so this stops being a recurring problem.

If you want help installing a no-show prevention system that protects your calendar and your time:

https://square1grp.com/brainstormsession