

INSTALL YOUR NO-SHOW PREVENTION SYSTEM

NO-SHOWS DISAPPEAR WHEN COMMITMENT IS ENGINEERED,
NOT HOPED FOR.

NO-SHOW PREVENTION SYSTEM

HOW TO USE THIS WORKSHEET

At this point, you know the truth:
No-shows aren't bad luck. They're not
disrespect. They're not the market. They're
the predictable outcome of weak framing,
loose expectations, and inconsistent pre-call
follow-up.

Today you're installing a **simple, repeatable**
no-show prevention system you can run every
week without thinking.
This is not about more reminders.
This is about **manufacturing commitment**.

THE WORKSHEET:

1. Define your call's non-negotiable purpose	2. Choose your call positioning	3. Define your commitment rules	4. Map your pre-call cadence	5. Choose your delivery channels
Every call must stand for ONE thing. Fill this in: "This call exists to _____." Examples: <ul style="list-style-type: none">identify the real bottleneckdecide the next stepbuild a clear plandetermine fit Your purpose: If this isn't clear, nothing else works.	How will this call be framed going forward? <input type="checkbox"/> High-value working session <input type="checkbox"/> Decision-making call <input type="checkbox"/> Diagnostic call <input type="checkbox"/> Strategy session <input type="checkbox"/> Qualification call Your choice: Your language determines seriousness.	Pick what will be true for every call. <ul style="list-style-type: none">Calls are rescheduled, not skippedLate arrivals shorten the callNo-shows require re-qualificationPrep is requiredConfirmations are mandatory Circle the rules you will enforce. Soft rules get ignored.	This is the minimum viable system . After booking: What is sent immediately? 24 hours before call: What is sent? Day of call: What is sent? If any of these are blank, you have a gap.	Where will these messages go? <input type="checkbox"/> Email <input type="checkbox"/> Text <input type="checkbox"/> Both Your choice: Consistency beats cleverness.
6. Create your "missed call protocol"	7. Write your no-show follow-up message	8. Define your attendance success metric	9. Set your new minimum standard	10. Lock the system with a commitment
This is where most founders panic or avoid. Fill this in: "If someone no-shows, I will _____." Options you might choose: <ul style="list-style-type: none">send a follow-up message immediatelyrequire re-qualificationclose the loop confidentlyreschedule once, not twice Your protocol: No emotion. Just process.	This message protects your authority. Template: "Hey — looks like we missed our call. If you still want help with _____, let me know and we'll reset expectations. If not, no worries — just wanted to close the loop." Write yours: This message gets replies because it removes pressure.	Pick ONE number to track weekly. <input type="checkbox"/> Show rate percentage <input type="checkbox"/> No-show count <input type="checkbox"/> Calls attended <input type="checkbox"/> Qualified calls only Your metric: What gets tracked gets fixed.	Fill this in: "If my show rate drops below _____ %, I will immediately review my framing and pre-call process." Your number: _____ % This prevents silent decay.	Complete this sentence and mean it. "I no longer tolerate no-shows as normal. I treat them as a system failure, and I fix the system instead of blaming the lead." Signed: Date:

Why This Matters:

A full calendar means nothing if people don't show up. When you engineer commitment through framing, expectation, cadence, and authority, attendance becomes predictable. Predictable attendance leads to better conversations. Better conversations lead to better closes. You don't need better leads. You need better systems. This worksheet installs that system.

If you want help implementing this no-show prevention system inside your CRM, calendar, and follow-up flows:

<https://square1grp.com/brainstormsession>