BUYING SIGNALS

1

COMMITMENT SYSTEM

BUYING SIGNALS

ILLUSION OF INTEREST

CONVERSION GA

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INTEREST SIGNALS

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THE MOMENTUM
COMMITMENT GAP
PLAYBOOK

Why interest doesn't convert — and how to fix it.

AUDIT THE ILLUSION OF INTEREST

ATTENTION IS NOT INTENT. ENGAGEMENT IS NOT COMMITMENT. INTEREST IS NOT BUYING.

ILLUSION OF INTEREST

HOW TO USE THIS WORKSHEET

Most solopreneurs think they have a lead problem. They don't. They have an **interpretation problem**.

They mistake:
- Replies for readiness
- Questions for commitment
- Conversations for conversion
- Engagement for buying intent

This worksheet forces you to separate **interest signals** from **buying signals** so you stop building your business on false hope.

THE WORKSHEET:

1. Define what you personally call "interest"

Finish this sentence honestly.

"I consider a lead 'interested' when they _____."

Examples:
- reply to my message
- ask a question
- book a call
- engage with content
- DM me
- download something

Write yours:
_____

2. List your last 20 "interested" leads

Pull them from your CRM, inbox, DMs, or calendar.

Now answer:
How many of them actually bought? _____
How many stalled? _____
How many ghosted? _____

This is your reality check.

3. Calculate your interest-to-income ratio

Fill in the blanks.

Out of _____ "interested" leads:
_____ became buyers
That means _____% of "interest" converts.

If this number is low, your system is lying to you.

4. Identify false interest signals

Check what you've been treating as buying intent.

- ☐ Replies
- ☐ Questions
- ☐ Long messages
- ☐ Voice notes
- ☐ Calls booked
- ☐ Engagement
- ☐ Likes
- ☐ Comments
- ☐ Downloads

Most of these are **attention signals**, not purchase signals.

5. Identify real buying signals

Check only what actually correlates with money.

- ☐ Direct decision language
- ☐ Budget discussion
- ☐ Timeline clarity
- ☐ Risk questions
- ☐ Commitment questions
- ☐ Implementation questions
- ☐ Payment logistics

Buying sounds different than browsing.

6. Where does your pipeline feel "busy" but not productive?

Finish this sentence:

"My pipeline feels active because _____, but revenue doesn't move because _____."

Example:
- people talk but don't decide
- people engage but don't commit
- people show interest but delay action

Write yours:
_____

7. What lie are you telling yourself about interest?

Finish this sentence honestly.

"They're interested, they're just _____."

Examples:
- busy
- nervous
- thinking
- not ready
- waiting
- comparing

This sentence protects broken systems.

8. Separate engagement from intent

Fill in the blanks.
"Engagement looks like _____."
"Buying intent looks like _____."

Example:
- Engagement looks like questions.
- Buying intent looks like decisions.

Your answers:
_____

9. Identify your illusion metric

What number makes you feel good but doesn't pay you?

- ☐ Followers
- ☐ Leads
- ☐ Replies
- ☐ Conversations
- ☐ Calls
- ☐ Downloads
- ☐ Engagement
- ☐ Open rates

Check your illusion metric.

10. Lock the core realization

Finish this sentence:

"I don't have an interest problem. I have a _____ problem."

Examples:
- conversion
- commitment
- decision
- structure
- process
- clarity

Write yours:
_____

Why This Matters:

Interest is cheap. Attention is cheap. Engagement is cheap. Commitment is rare. If you build your business on interest metrics, you'll always feel busy and broke at the same time. The goal isn't more interest. The goal is **movement**. Decisions. Action. Commitment. Tomorrow, we diagnose **why interest forms but buying doesn't happen** so you can stop mistaking noise for progress.

If you want help installing a real conversion system instead of chasing engagement:

https://square1grp.com/brainstormsession

DIAGNOSE THE CONVERSION GAP

IF PEOPLE ARE INTERESTED BUT NOT BUYING, SOMETHING IS BREAKING BETWEEN CURIOSITY AND COMMITMENT.

CONVERSION GAP

HOW TO USE THIS WORKSHEET

Interest doesn't disappear. It decays. Not because prospects change — but because **momentum dies**.

Today's worksheet identifies the exact gap between:
interest → action
curiosity → commitment
conversation → conversion

So you stop guessing and start fixing.

THE WORKSHEET:

1. Track the moment interest stalls

Think about your last 10 "interested but not buying" leads.

Finish this sentence:
"Interest usually stalls after _____."

Examples:
- first conversation
- discovery call
- price reveal
- proposal send
- follow-up message
- demo
- strategy session

Write yours:
_____

2. Identify the transition point

1. Where should movement happen — but doesn't? Check one:

- ☐ DM → call
- ☐ Call → proposal
- ☐ Proposal → decision
- ☐ Conversation →
- ☐ commitment
- ☐ Interest → payment

Your answer:
_____

This is your leak.

3. What usually replaces momentum?

Choose what shows up instead of action.
- Silence
- Delays
- "I'll get back to you"
- "I need to think about it"
- Ghosting
- Comparison shopping
- Price resistance

These are symptoms, not causes.

4. Diagnose the real failure

Which one is actually happening?

- ☐ Lack of clarity
- ☐ Lack of urgency
- ☐ Lack of safety
- ☐ Lack of trust
- ☐ Lack of structure
- ☐ Lack of direction
- ☐ Lack of leadership

Circle the top 2:
_____

5. What does the buyer feel at that moment?

Finish this sentence:

"At the point of decision, the buyer likely feels _____."

Examples:
- confused
- overwhelmed
- uncertain
- unsure
- hesitant
- unsafe
- pressured

Write yours:
_____

6. What do YOU feel at that moment?

Be honest.

- ☐ Uncomfortable
- ☐ Afraid to push
- ☐ Unsure what to say
- ☐ Avoidant
- ☐ Hopeful
- ☐ Passive
- ☐ Reactive

Circle the truth:
_____

Your emotion shapes the outcome.

7. What question is never being answered?

Finish this sentence:

"They're interested, but they don't know _____."

Examples:
- what to do next
- what happens if they don't act
- why this matters now
- how this solves their real problem
- what decision they're making

Write yours:
_____

8. Identify the missing structure

Finish this sentence:

"There is no clear _____ guiding the buying process."

Examples:
- decision point
- path
- timeline
- next step
- framework
- commitment checkpoint

Write yours:
_____

9. Define your conversion gap in one line

Fill in the blank:

"Interest forms, but conversion fails because _____."

Example:
- no decision moment exists
- no urgency is created
- no structure is provided
- no leadership is applied

Write yours:
_____

10. Lock the core diagnosis

Finish this sentence:

"My conversion problem is not persuasion. It's _____."

Examples:
- structure
- clarity
- direction
- decision design
- process
- leadership

Write yours:
_____

Why This Matters:

People don't fail to buy because they lose interest. They fail to buy because the system doesn't carry them forward. When structure disappears, momentum collapses. When direction is unclear, delay feels safe. When decisions aren't framed, inaction becomes the default. Tomorrow, we redesign the buying journey so movement becomes natural instead of forced.

If you want help repairing your conversion flow and installing a real commitment path:

https://square1grp.com/brainstormsession

REFRAME THE BUYING JOURNEY

PEOPLE DON'T "DECIDE" RANDOMLY. THEY MOVE THROUGH STRUCTURE—OR THEY DRIFT.

BUYING JOURNEY

HOW TO USE THIS WORKSHEET

If interest forms but buying doesn't happen, the problem isn't motivation.
It's **path design**.

Most solopreneurs don't have a buying journey — they have conversations. They don't have structure — they have interactions. They don't have decisions — they have dialogue.

Today, you rebuild the path from curiosity to commitment.

THE WORKSHEET:

1. Map your current buyer path

Write what actually happens today:

Lead comes in → _____
→ _____ → _____
→ _____

Example:
Lead → DM → call → proposal → silence

Your path:
_____

2. Where does structure disappear?

Finish this sentence:

"Structure breaks down at _____."

Examples:
- first call
- after pricing
- after proposal
- after demo
- after follow-up

Write yours:
_____

3. What replaces structure?

Choose what fills the gap.

- ☐ Open-ended conversations
- ☐ Vague next steps
- ☐ Hope
- ☐ Waiting
- ☐ Follow-ups
- ☐ Chasing
- ☐ Reminders
- ☐ Nurture

This is drift.

4. Define the real buying journey

Finish this sentence:

"A real buying journey should move someone from _____ to _____."

Examples:
- confusion → clarity
- interest → decision
- curiosity → commitment
- attention → action

Write yours:
_____

5. Identify your missing transition

Where should a clear shift happen?

- ☐ Curiosity → seriousness
- ☐ Interest → intent
- ☐ Conversation → commitment
- ☐ Evaluation → decision

Check one.

6. Design the missing step

Finish this sentence:

"I need a structured step that moves people from _____ to _____."

Example:
- interest to intent
- talking to deciding
- questions to commitment

Write yours:
_____

7. Define your decision point

Every journey needs one.

Finish this sentence:
"The buyer should make a clear decision at _____."

Examples:
- the end of the call
- after the offer
- after the demo
- after the strategy session

Write yours:
_____

8. What is the decision?

Be explicit.

Finish this sentence:
"The decision is not 'think about it.' The decision is _____."

Examples:
- yes or no
- move forward or don't
- commit or walk away
- implement or stay stuck

Write yours:
_____

9. What makes that decision feel safe?

Choose what must exist.

- ☐ Structure
- ☐ Boundaries
- ☐ Leadership
- ☐ Simplicity
- ☐ Direction
- ☐ Certainty

Check one.

10. Lock the reframe

Finish this sentence:

"Buying is not a moment. It's a _____."

Examples:
- process
- journey
- path
- sequence
- system

Write yours:
_____

Why This Matters:

People don't avoid buying — they avoid confusion. They don't resist decisions — they resist uncertainty. They don't fear commitment — they fear ambiguity. When you replace conversations with structure, and replace drift with direction, and replace talking with transitions, buying becomes natural instead of forced. Tomorrow, we install the **commitment system** that turns interest into action.

If you want help building a real buying journey instead of chasing conversations:

https://square1grp.com/brainstormsession

INSTALL A COMMITMENT SYSTEM

IF COMMITMENT ISN'T ENGINEERED, IT WON'T HAPPEN.

COMMITMENT SYSTEM

HOW TO USE THIS WORKSHEET

Interest doesn't convert itself.
Conversations don't close themselves.
Momentum doesn't sustain itself.
Commitment must be **designed**.

Today you build a simple, repeatable system that turns:

interest → action
conversation → decision
engagement → commitment
Not through pressure.
Not through chasing.
Through structure.

THE WORKSHEET:

1. Define the single outcome your process is designed to produce

Finish this sentence clearly:

"My system exists to produce
_____."

Examples:
- decisions
- commitments
- booked calls
- paid clients
- enrollments

Write yours:
_____

If this isn't clear, nothing else will be.

2. Define your commitment moment

Every system needs a moment where action happens.

Finish this sentence:
"The commitment moment happens at
_____."

Examples:
- end of the call
- after the offer
- after the demo
- after the strategy session

Write yours:
_____

3. Define the commitment action

What must they actually do?

Finish this sentence:
"Commitment looks like
_____."

Examples:
- booking
- payment
- agreement
- enrollment
- signature
- deposit

Write yours:
_____

4. Install the decision frame

Finish this sentence:

"This conversation exists to help you decide whether to
_____ or
_____."

Examples:
- move forward / not move forward
- commit / not commit
- start / stay stuck

Write yours:
_____

5. Add a commitment boundary

Boundaries prevent drift.

Finish this sentence:
"If there is no decision, then
_____
happens."

Examples:
- the process ends
- the offer expires
- the conversation closes
- we pause the process

Write yours:
_____

No boundary = endless follow-up.

6. Define the cost of inaction

Finish this sentence:

"If nothing changes, then
_____
continues."

Examples:
the problem stays
the gap widens
the stress compounds
the revenue stalls

Write yours:
_____

No cost = no urgency.

7. Install a clarity loop

Finish this sentence:

"Before asking for commitment, I must ensure they understand
_____."

Examples:
- the problem
- the outcome
- the process
- the risk
- the timeline

Write yours:
_____

Confusion kills commitment.

8. Create your commitment script

Short. Direct. Clear.

Template example:
"The goal of this conversation is to decide whether it makes sense to move forward together or not. If it does, we'll take the next step. If it doesn't, we'll close the loop cleanly."

Now write yours:
_____

9. Define your no-drift rule

Finish this sentence:

"I will no longer allow
_____ in my process."

Examples:
- open-ended follow-up
- undefined next steps
- endless thinking
- ghost pipelines
- fake interest

Write yours:
_____

10. Lock the operating principle

Finish this sentence:

"Interest is noise. Commitment is the signal."

Signed:
_____

Date: _____

Why This Matters:

You don't get paid for interest. You don't get paid for engagement. You don't get paid for conversations. You get paid for decisions. When commitment is designed into the system, conversion becomes predictable. Revenue becomes stable. Pipelines stop lying. And "interested but not buying" stops being a mystery.

If you want help installing a real commitment system in your sales process:

https://square1grp.com/brainstormsession

Interest is misleading.

Just because prospects engage doesn't mean they're moving toward a decision.

This workbook helps you uncover where interest creates false confidence, diagnose the real conversion gap, reframe the buying journey for clarity, and install a commitment system that turns signals into action.

Stop mistaking interest for intent. Build the system that creates real commitment. Open the workbook and start now.

square1grp.com/brainstormsession