

FREE FIELD GUIDE · 28 SCRIPTS

The Ghosted Lead Text Pack

28 follow-up texts for when a lead goes quiet. Copy them, make them yours.

Hey [name], how's the thinking going?
What's the one thing still on your mind?

Honestly? Timing. Can we talk
Thursday?

START HERE

How to use these

01

Swap in their name and their goal.
Never send a text that could go to anyone.

02

One text per touch. Space them out.
Mix in a call.

03

Keep it short. If it needs scrolling, it's too long.

04

Every text should bring something or ask about them. No "just checking in."

[name] Swap every bracket for something real about this lead.

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01 Right after the first call

- #1 Hey [name], Carlos here. Good talking today. Quick recap: you want [goal] by [time]. Next step is [step] on [day]. Sound right?
- #2 Thanks for your time today [name]. You mentioned [problem]. I'll have [thing] for you by [day].
- #3 Hey [name], forgot to ask. What's the best time to reach you, mornings or after work?

02 After "send me the info"

- #4 Sent it over [name]. The part that matters most for you is page [x], the bit about [their problem].
- #5 Did that info come through okay? Happy to walk you through it in 10 min if that's easier than reading.
- #6 Quick question after you looked it over: did anything jump out, good or bad?

03 After a no-show

#7 Hey [name], looks like we missed each other. No worries at all. Want to grab [day] or [day] instead?

#8 Life happens. Still want to talk about [goal]? I've got a spot open tomorrow at [time].

#9 Hey [name], I held our time but didn't see you. Everything good on your end?

04 After a price conversation

#10 Been thinking about what you said on the price. Is it the total, or the monthly that feels heavy?

#11 Hey [name], quick one. If the money part made sense, would you want to move ahead?

#12 Totally fair to be careful with money. Want me to break down what it'd actually cost you to wait another 6 months?

05 After "let me think about it"

#13 Hey [name], how's the thinking going? What's the one thing still on your mind?

#14 No rush. Just curious, is it more about timing or whether it's the right fit?

#15 If it helps, I can answer whatever's left in a 5-minute call. Want me to call at [time]?

#16 Did you get a chance to talk it over with [partner]? Happy to jump on with both of you.

06 Quiet for a while

#17 Hey [name], it's been a few weeks. Still working on [goal], or did that change?

#18 Saw something that made me think of you: [tip or link]. Thought it'd help with [problem].

#19 Hey [name], quick yes or no: is [goal] still a priority this year?

#20 Not trying to push. Just wanted to see where you landed on [goal].

#21 Hey [name], random question. What ended up getting in the way last time we talked?

07 Breakup texts

#22 Hey [name], haven't heard back so I'm guessing timing's off. Want me to close your file or check back next month?

#23 I don't want to keep bugging you. Should I take you off my list, or is now just a bad time?

#24 Last one from me on this. If [goal] is still on your mind, reply 'yes' and I'll take it from there.

#25 Totally fine if it's a no. A quick 'no' helps me more than silence, and I won't take it personal.

08 Re-opening months later

#26 Hey [name], Carlos here. We talked back in [month] about [goal]. Did you ever get that sorted?

#27 Hey [name], a lot can change in a few months. Is [problem] still a thing for you?

#28 Checking in with folks I talked to earlier this year. Anything new on your end with [goal]?

BONUS RULE

Reply the same hour they text you back. A ghosted lead who replies is giving you a second shot. Don't make them wait.

WANT THE NEXT ONE?

**New play every
Friday. Free.**

More plays every Friday in The Closer's Weekly: follow-up, objections, closing. Hit reply and tell me which text worked best for you.

FOLLOW ON X

@carlosantigua_

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