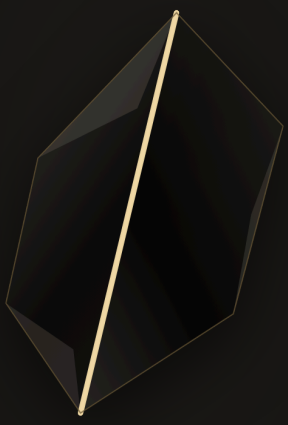
THE GHOST KIT



FROM THE LION'S CREED · BRYAN E. ARIAS

What to send instead of calling the cops.

MIRRORLINE MARKETING

FROM THE LION'S CREED · FREE FIELD KIT

The Ghost Kit

What to send instead of calling the cops. The follow-up messages that bring quiet buyers back, without chasing, guilt or a single police officer.

FREE EDITION

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Free from The Lion's Creed by Bryan E. Arias. Every message in here is ready to copy. Wherever you see a box like [this]*, drop in your own words. Read it out loud until it sounds like you. Then send it.*

BEFORE YOU BEGIN

The Welfare Check

The most expensive follow-up mistake I ever made, and the one habit that would have prevented it.

I called the cops on a customer

So back when I was selling the elite photography workshops, I had this guy. Five grand down on a thirty-thousand-dollar program. Twenty-five grand still owed. And then he just disappears. Calls, texts, emails, nothing. And the way that deal was set up, if I couldn't close out the balance, I'd have to refund his deposit. So now I'm not just losing the twenty-five. I'm about to give back the five.

And I'm stewing on it. And I'm stewing on it. And I remember this movie where a guy gets ghosted and calls in a welfare check on the person. Cops show up at the door, guy has to come out, problem solved. And I thought, that's hilarious.

So I picked up the phone and called the cops on my customer.

He never found out it was me. Thank God. Because here's what was actually going on. He wasn't ghosting me. He was in the hospital. And he'd emailed me to tell me. And I'd missed it. It was sitting right there in my inbox the whole time I was planning my little movie scene.

A few days later he calls me. Totally calm. Totally nice. And he goes, "Hey, did you get my email?"

He paid in full. All twenty-five. And two weeks later, he put down another deposit on another workshop six months out.

> **Here's the receipt.** I nearly torched a thirty-grand client, who turned into a repeat client, because I couldn't wait a few days and didn't check my inbox. That's what forcing it looks like when you strip off the jokes. You stop seeing a person and start seeing a deposit.

PART I

Is It Really a Ghost?

Silence is not always a no. Sometimes it's a hospital bed.

Check every channel first

Before you decide somebody's ghosting you, check every place they could have answered. This takes five minutes. It would have saved me a welfare check.

- ? Your email inbox, and a search for their name, not just the last thread
- ? Your spam, junk and promotions folders
- ? Voicemail, on your cell and on any office line
- ? Texts, including from a different number than the one you have saved
- ? Facebook, Instagram and LinkedIn messages, including the "message requests" folders nobody opens
- ? The person who referred them, if somebody did
- ? Your calendar, for a declined or moved invite you didn't notice

> *If you find their message, don't make it weird. Answer it like a pro, apologize once for the delay, and pick up where you left off.*

Why people really go quiet

People get busy. Priorities pile up. Inboxes overflow. Messages get buried. Their budget resets, their situation changes, somebody else in the house or the office has to weigh in. Silence doesn't automatically mean they're not interested. It usually means you're not at the top of their list today.

The buyer who said "not yet" is going to come back to the question eventually. Out on the plains, every animal comes back to the water to drink. The lion doesn't chase the herd across the savanna. It stays near the waterhole. Follow-up is your waterhole. The only question is whether you're still there when they come back, or somebody else is.

The rule every message has to pass

Every follow-up must either give something of value or make a clear, easy ask.

Never send "just checking in." It tells the buyer, "I have nothing for you. I just want your money."

Here's how to fix the five messages everybody sends:

INSTEAD OF	SEND THIS
"Just checking in."	One useful idea they can use today, even if they never buy.
"Did you get a chance to look at it?"	"Did that come through okay? Any questions so far?"
"Bumping this to the top of your inbox."	A short story about a client who was dealing with the same thing, and what changed.
"Just following up on my last email."	"I was thinking about what you said about `X`. Where did you land?"
"Any update?"	"Honest question: is fixing `X` still a priority, or has it moved down the list? Either answer is fine."

PART II

The Channel Switch

When the same message keeps getting the same silence, change the road, not the volume.

Three moves, in order

Don't send the same message the same way, louder.

1. **Switch channels.** If you've been emailing, text. If you've been texting, call and leave a short voicemail. If they first found you on social, send a DM.
2. **Lead with value, and bring up your last real conversation.** Show them you were listening, not working a list.
3. **Ask the honest question.** A direct, respectful question about whether this is still a priority. Then accept whatever answer you get.

TEXT · LEAD WITH VALUE

> Hi [name], saw [something useful: an idea, an article, a client result] and it made me think of what you said about [x]. No need to reply, just thought you'd want it.

VOICEMAIL · UNDER 20 SECONDS

> Hey [name], it's [you]. I was thinking about what you told me about [x], and I had one idea I wanted to pass along. I'll text it to you so you have it. No rush at all.

TEXT · THE HONEST QUESTION

> Honest question, [name]: is fixing [x] still a priority, or has it moved down the list? Either answer is totally fine.

Follow up clean

No fake urgency. Don't pretend you "just happened to be thinking of them" when you're working a sequence. Don't exaggerate how many other buyers are interested, and don't make up scarcity. No tricky subject lines, no guilt trips, and never anything that sounds like a threat.

Clean follow-up builds trust. Manipulative follow-up slowly kills your name.

PART III

The No-Show Rescue

Three touches, three days, zero guilt.

When they don't show up

A no-show isn't a no. Most of the time, the day just got away from them, and they feel a little embarrassed about it. Your job is to make coming back easy. Here's the exact sequence from the Obsidian Technique:

WHEN	HOW	MESSAGE
+5 min	Text	"Hi `name`, I'm on our call now. All good? Here's the link again: `link`."
Same day	Email	"Looks like today got away from you. It happens. Pick a new time here: `link`."
Day 3	Text	"Still want to look at `X` together? If now's not the time, just let me know."

> *Notice what's not in there. No "I waited for you." No "I blocked out my whole afternoon." Guilt doesn't bring people back. Easy does.*

PART IV

The Close-Out

The one message that changed my follow-up forever.

When to send it

When somebody's gone quiet after several honest tries over a few weeks, each one useful, each one easy to answer, you stop chasing. You send the close-out.

THE CLOSE-OUT · EMAIL

> Hi [name], I haven't heard back, which usually means the timing isn't right, and that's okay. I'll stop reaching out so I'm not cluttering your inbox. If [x] becomes a priority again, just reply here and I'll pick up right where we left off.

THE CLOSE-OUT · TEXT

> Hi [name], haven't heard back, which usually means the timing's not right, and that's okay. I'll stop reaching out. If [x] becomes a priority again, just reply here and I'll pick right back up.

Why it works

That message gets more replies than anything else in the sequence. People respond to respect.

- **It takes the pressure off.** They don't have to explain, apologize or make up an excuse.
- **It tells the truth.** No reply usually does mean the timing's not right. You're just the first person to say it out loud.
- **It leaves the door open.** One word from them and you're back in the conversation, no awkwardness.

If you say you'll stop, stop. The close-out only works because it's true. Never lie is rule number two of the Obsidian Code, and it doesn't take a day off in follow-up.

When they reply

Pick right back up where you left off. Thank them, don't make them explain the silence, and go straight to a clear next step: "Great to hear from you. Want to grab fifteen minutes this week to look at [X] again?"

When they don't

Honor it. Then move them into the long game: once a month, send one genuinely useful thing, with no pitch attached. After a few months, one simple question: is this any closer to the top of the list? Some of your best clients will come from people who said "not now" the first time.

PART V

Ghost-Proof the Next One

Most ghosts are made at the end of the last conversation.

Never leave without a next step

The most important follow-up skill happens before the follow-up even starts. At the end of every real conversation, agree on a clear next step, and when. A scheduled call, a meeting with whoever else decides, a proposal review, a decision date.

> So the next step is `a quick call on Thursday at 2`. I'll send the invite right now so it's on both our calendars. Does that work for you?

When you both agreed on the next step, follow-up is just picking the conversation back up, not interrupting their day. When there's no next step, follow-up feels awkward and pushy, and that's when people go quiet.

Don't become the ghost after the yes

Right around the time I was renting yachts and acting like a rock star, I closed a twenty-five-thousand-dollar workshop deal. Signed, deposit in. And as far as I was concerned, my job was done. So I disappeared for two weeks.

When I finally came up for air, that client wanted to cancel. They'd made a big decision, written a big check, and heard nothing from the guy who sold it to them. So their brain filled in the silence the way everybody's brain does. With doubt. I saved it with a five percent discount that came straight out of my commission. Twelve hundred and fifty bucks, to keep a deal I'd already closed.

The first message after a yes goes out the same day. Congratulations, here's exactly what happens next, and when. Then a personal check-in early on. Then celebrate their first real win with them. One text from me in those two weeks would have kept that twelve-fifty in my pocket.

Make it a system

Good follow-up never depends on your memory, your mood or some heroic effort.

- Block specific time every week for follow-up, and protect it.
- Keep a clean pipeline, with a clear next action and a realistic date on every deal.
- Prepare useful things to send ahead of time, so you're never stuck sending an empty message.
- Review your open deals every week and adjust based on the signals.
- Notice which messages get the best replies from which kinds of buyers, and send more of those.

And above everything, follow up without anxiety. When your income isn't hanging on any one reply, your messages come across calm and confident, and buyers can feel it.

THE CREED

Follow up like a lion.

Read it before you send anything. Then send it.

> I stay near the waterhole.
> Everyone comes back to drink eventually.
> I never leave a conversation without a next step.
> Every follow-up gives value or makes a clear ask.
> I never send "just checking in."
> I close out with respect, and people answer.
> Silence is not always a no.
> I follow up clean.
> I follow up without anxiety.
> I am still here when the timing lines up.

WHERE THIS CAME FROM

This kit is one chapter's worth of The Lion's Creed, the new book from Bryan E. Arias. The full story of the welfare check, the rock star fortnight and every other expensive lesson is in the book.

Get The Lion's Creed →
mirrorlinemarketing.com/book

The full follow-up system, with the 21-day "maybe" sequence, the after-yes sequence and the after-no sequence, word for word, is in the Obsidian Technique field guide.

Get the Obsidian Technique →
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