

Before you say “it didn’t work”: 7 checks

The SUCK-IT Law: Some Users Consistently Keep Ignoring Things. People will ignore your first ask. It is not personal, and it is not your offer. It is a follow-up problem.

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1 You expect the first message to be ignored.

And you don't take it personally. The first ask is just the opening move.

WHY It is about life happening to the person on the other end. Your offer is not rejected... just buried.

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2 You have counted how many times, and on how many channels, you told people.

Before you call a promotion a flop.

WHY The answer is almost always “one email”.

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3 You use more than one channel, each at its own pace.

Email, WhatsApp, push notifications.

WHY The fix is almost never a better headline or a bigger budget. It is more touches.

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4 “No reply” does not mean “not interested”.

You keep showing up until they are ready.

WHY People buy when THEY are ready. The business that stayed present gets the sale.

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5 Your follow-up runs by itself, triggered by what people do.

Confirmation straight away, a friendly reminder a few days later, an “expires soon” nudge, a last chance.

WHY By hand, ten people is exhausting. A thousand is impossible.

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6 If they still don’t act, the sequence ends.

Every sequence has a last message.

WHY No spam, no harassment. The system made its best effort and moved on.

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7 The timing fits your business.

A short offer gets a tighter sequence than a clinic nurturing someone toward a first appointment.

WHY What matters is that the sequence exists, runs, and never forgets.

1 more thing from the video

- Find everyone who gave you their details and permission to message them, then heard nothing from you. That permission is sitting there, unused.