

● THE NO-SHOW KILLER

The No-Show Killer

1 in 3 booked calls ghosts you. Every empty Zoom is your time and your ad spend down the drain. This is the exact **email + SMS sequence**, word for word, that gets them to show up. Copy it. Paste it. Watch your no-show rate drop.

4-Touch Cadence • **8 Scripts** • Confirm. Remind. Reframe. Win back.

**The \$10,000 Guarantee**

You get the result, or you get paid.

You didn't lose the call on the call. You lost it the moment they booked and walked away.

A no-show is not a calendar problem. It is a memory problem and a value problem. They were excited Tuesday. By Thursday they forgot who you were, what you do, and why they cared. So they ghost. **20 to 40% no-show is the normal range for cold-booked B2B agency calls** (Naoma.ai). High performers keep it under 15%. The gap between those two numbers is not luck. It is a sequence.

1 in 3

cold-booked calls **ghost you** at the 20-40% B2B norm

~40%

less likely to no-show with an **instant confirmation + real calendar invite**

<15%

is where top closers **hold the line**. That is the target

THE MISTAKE ALMOST EVERYONE MAKES

They send one calendar invite and pray.

No confirmation. No reminders that mean anything. Then they sit on Zoom at the appointed hour while the other person is in a meeting they forgot to cancel. The fix is boring and it works: **book them close, confirm them instantly, and remind them of the outcome, not the time slot.**

THE LEVERS THAT MOVE THE NUMBER (SEPARATE, NOT ADDITIVE)



Book same-day to 7 days out

The single biggest driver. Intent decays fast past one week.

-30 to 50%



Pre-qualify before the calendar

A right-fit prospect shows. A tire-kicker books and forgets.

-20 to 30%



SMS reminders alongside email

Texts get read in minutes. Multi-device coverage. (Healthcare-RCT proxy.)

~ -38%



Value-driven reminders + 30-min calls

A 30-minute call shows ~12% better than a 60. Shorter ask, lower flake.

-10 to 20%

Read the percentages as separate levers, not a stack. You cannot add -50%, -30% and -38% and call it a 118% cut. Each one is a real, compounding-but-not-linear pull on the same number. Run all of them and you move from the 1-in-3 norm toward the under-15% club. Source: Naoma.ai demo no-show data; SMS figure from a Klara healthcare RCT used as a cross-domain proxy.



RULE ZERO, BEFORE ANY MESSAGE

Book them close, or none of this saves you

Speed-to-meeting is the #1 no-show driver. Win the booking and the reminders just protect the lead.

6.9%no-show when booked **same day****9.6%**when booked **next day****~23%**when booked **8+ days out**

Offer the soonest slot that is real for you, not the most convenient one three weeks out. If your nearest opening is eight days away, your reminder sequence is already fighting uphill. (Source: Naoma.ai.) Now here is the sequence that protects every call you book.

1

Instant, at booking

EMAIL

SMS

Confirm + send a real calendar invite

The most-skipped touch and the one that moves the number most. An immediate confirmation plus a true .ics invite makes a prospect **~40% less likely to no-show** (Calendly). Lock it in while they are still excited.

2

24 hours before

EMAIL

The value nudge, not a time reminder

Re-sell the outcome they came for. Restate the exact problem they named when they booked, set a one-line agenda, and tell them how to reschedule in one tap if they truly cannot make it.

3

1 to 2 hours before

SMS

The final short text with the link

A text gets read in minutes. Keep it under two lines, drop the join link right in it, and ask for a thumbs-up reply so you know they are coming.

4

At start time

"YOU'RE NEXT"

The "we're live, you're up" text

Fired the moment the call opens. Treats the call like a confirmed reservation they are walking into, not an optional event. Turns a few "oh no, I forgot" flakes into last-second saves.

Mix the channels on purpose. Email carries the calendar invite and the agenda. SMS carries the short, urgent nudges that actually get opened. Running both covers the person whose inbox is a graveyard and the person who never checks texts. The next four pages give you the word-for-word copy for all four touches.

1

FIRES THE SECOND THEY BOOK

The instant confirmation

Job: lock the commitment while excitement is at its peak, and put a real invite on their calendar.

Swap the brackets for your details. Send the email and the text within seconds of the booking. The calendar invite is the part most agencies skip, and it is the part worth ~40% (Calendly). Attach a real **.ics** file or fire a native Google / Outlook invite so it lands on their calendar with an alert, not just in their inbox.

Email Goal: **confirm + calendar invite + what to expect**

From [Your Name], [Agency] <you@[agency].com>
Subj You're booked, [First Name] – [Day] at [Time] (invite attached)

[First Name],

You're locked in for [Day], [Date] at [Time] [Timezone]. I added it to your calendar so it won't get lost.
[Calendar invite attached / Add to calendar]

On the call we'll dig into **[the exact problem they named when booking, e.g. "why half your booked demos never show"]** and map out what fixing it looks like for [Company]. No pitch slap. You talk, I diagnose.

Here's the join link so you have it now: **[Zoom/Meet link]**

If something comes up, don't ghost me, just reschedule in one click here: **[reschedule link]**. Talk [Day].

[Your Name]
[Agency] · [phone]

SMS Goal: **same confirmation, on the device they actually check**

A [Agency]

now

Hey [First Name], it's [Your Name] from [Agency]. You're confirmed for **[Day] at [Time]**. Just emailed you the invite + link. Reply Y so I know you've got it. Looking forward to it.

Y, see you then

! The reschedule line is doing quiet work. You are giving them an exit that keeps the lead alive. A reschedule is a live deal. A no-show is a dead one you have to chase. Make rescheduling one tap easier than ghosting and most "I forgot" flakes become "moved to Friday."

2

24 HOURS BEFORE

The value nudge

Don't remind them of a time slot. Remind them of the outcome they wanted badly enough to book.

Email Goal: **re-sell the result, set a 3-line agenda**

Subj **Still want to fix [their problem]? We're on tomorrow at [Time]**

[First Name], quick one before tomorrow.

When we spoke you said **[their exact words, e.g. "you're sitting on Zoom watching half your demos no-show"]**. That's exactly what we'll fix on the call. Here's the plan so it's worth your 30 minutes:

1. Where your calls are leaking right now
2. The sequence that gets them to show
3. What it'd be worth to [Company] to close the gap

We're on for **[Day] at [Time]**. Join link: **[link]**. Need to move it? One click: **[reschedule link]**.

See you tomorrow,
[Your Name]

3

1 TO 2 HOURS BEFORE

The final text

Short, link in the message, one-tap reply. This is the one that catches the day-of "I forgot."

A [Agency]

in 90 min

[First Name], we're on in ~90 min about [their problem]. Here's your link so it's handy: **[link]**. Reply 1 if you're good, 2 if you need to move it. Either way I've got you.

1

! Why "reply 1 or 2" beats "see you soon." A reply is a micro-commitment. The act of typing "1" makes the appointment feel real and reopens the door for the person who needs to reschedule instead of vanishing. Silence is your early-warning system: no reply by 30 minutes out means you call, not wait.

4

AT START TIME

The "you're next" text

Fired the second the call opens. It frames the call as a reservation they walk into, not an optional event.

A

[Agency]

now

[First Name], we're live and you're up. I'm in the room ready to go: [\[link\]](#). Jump in whenever you're set.

! **"You're up" does the heavy lifting.** It signals you are already there and waiting, which flips the social pressure. Skipping now means standing someone up in real time, not quietly missing a calendar block. That small shift saves the borderline flakes who were about to talk themselves out of it.

U

WHEN THEY TRY TO BAIL

Reschedule, never cancel

A cancel is a lost lead. A reschedule is a live one. Your reply should make moving the call the path of least resistance.

When someone says "I need to cancel" or "something came up," do not accept the cancel. **Treat every cancel as a reschedule request and offer two specific times.** Open slots create dead air. Two concrete options get a yes.

P

[Prospect]

today

Hey, something came up, I need to cancel today

Totally get it, [First Name]. Let's just move it, not cancel, what you wanted to fix isn't going anywhere. I've got **[tomorrow 11am]** or **[Thursday 2pm]** open. Which works? I'll send the new invite right now.

Thursday 2 works

The rule: never reply "no problem, let me know when works." That hands them an open-ended task they'll never do. Always come back with two named slots and an offer to re-send the invite on the spot. You keep the lead warm and the calendar invite does its job a second time.



THEY DIDN'T SHOW. NOW WHAT.

The ghost recovery sequence

A no-show is not a no. Most flakes are forgetfulness, not rejection. Reach out fast and you save a real share.

✗ WHAT KILLS THE LEAD

Silence, then a passive-aggressive "I guess you weren't interested" three days later. The lead dies and you blame the prospect.

✓ WHAT SAVES IT

A warm, no-guilt message within **5 to 10 minutes** of the missed start, assuming the best, and handing them two new times.

+10 min Goal: **no guilt, easy reschedule**

A [Agency]

just now

[First Name], looks like our call got away from you, no stress, it happens. I still want to help you fix [their problem]. Grab the next slot that works: **[booking link]**, or reply with a day and I'll set it up.

+2 days, if still quiet Goal: **re-anchor on the problem, then close the loop**

Subj **Should I close your file, [First Name]?**

[First Name], I don't want to chase you, so I'll make this easy.

When we set the call you wanted to fix **[their problem]**. If that's still on your plate, here are two times this week: **[Option A]** or **[Option B]**. Pick one and I'll send the invite.

If it's no longer a priority, just reply "not now" and I'll stop reaching out. No hard feelings.

[Your Name]

! The "should I close your file" subject works because it offers the easy out. Giving them permission to say no often gets the yes instead. After this, drop them into a light monthly nurture rather than chasing.

A booked call you can't get on the line is worthless.



This sequence protects the calls you book. The harder problem is filling the calendar with right-fit calls in the first place. **AgencyGod installs the full machine with you**, books the calls, makes sure they show, and backs it with the \$10,000 guarantee.

— TIRED OF AN EMPTY CALENDAR AND EMPTY CALLS?

We book them. We make them show.

The scripts in this playbook protect the calls you already book. But chasing your own leads, warming domains, and stitching together a show-up sequence by hand is the slow road. The AgencyGod Engine installs a **done-with-you machine that books qualified calls and gets them on the line**, so you spend your time closing, not refreshing Zoom. Backed by the \$10,000 guarantee.



The \$10,000 Guarantee

You either get the result, or you get paid \$10,000. We carry the risk, not you.

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Apply now at agencygod.com

Results shown are not typical and not guaranteed. Statistics cited are from third-party sources (Naoma.ai, Calendly, and a Klara healthcare RCT used as a cross-domain proxy) and represent ranges, not promised outcomes.