



The 5 Minute Fix

◆ MEMBER RESOURCE ◆

THE AI DROP-OFF FINDER PROMPT

Paste in your program outline and get a second opinion on where people stall, plus the message that catches them.

HERE'S THE GIST

Before you start

You are too close to your own program. That is not a criticism, it is just physics. You built the thing, you know why every step is where it is, and you have explained step 4 so many times that you cannot see why anyone would find it hard.

An AI has never seen your program before. That is its entire advantage here. Hand it your outline and it will read it the way a brand-new client does, which means it will notice the step where the work suddenly triples and you have offered no help.

Sound familiar? You're not alone. When I looked at my own programs with fresh eyes, the drop-off spot was embarrassingly obvious in hindsight. It always is.

FOUR PROMPTS, TWO THINGS FIRST

Four prompts in here. The first one finds your stall points. The second writes the check-in for the one you pick. The third breaks your hardest step into something a stuck person will actually do. The fourth is my favorite: it makes the AI read your check-in as a client who is three weeks behind and feeling terrible, and tell you where your message lands like a guilt trip.

01 **This is a second opinion, not the verdict.** Your own Three Tells from the Drop-Off Diagnostic beat anything an AI can infer from an outline, because you know things about your clients that are not written down anywhere. When the AI agrees with you, you are done deliberating. When it disagrees, it usually found something real and you should go look.

02 **Set up your voice first,** or every check-in it writes will sound like a customer service department.

STAY MAGICAL! ✨

Pam Langord, Simply Magic Marketing

SET UP YOUR VOICE

Before any other prompt in this file, do one of these three things. This is the difference between a message that sounds like you and a message that sounds like a subscription cancellation notice.

01 IF YOU HAVE A BRAND VOICE GUIDE

Paste it in and say *"Use this voice for everything in this conversation. Match the rhythm and the humor, not just the vocabulary."*

02 IF YOU DON'T HAVE ONE

Paste in two or three things you have actually written (a real email to a client, a social post you liked) and say *"This is how I write. Match this. Short sentences where I use them, asides where I use them, and no corporate warmth."*

03 IF YOU WANT A DONE-FOR-YOU FOUNDATION

The [Catalyst Kit](#) builds your brand voice guide for you.

Then add this line, which matters more than anything else in this file:

COPY & PASTE · ADD TO EVERY CONVERSATION

Everything you write for me must be warm and blunt, never cheerful or corporate. Never use guilt, urgency, or disappointment as motivation. Never reference what the client paid. If a sentence sounds like a marketing automation, delete it.

THE DROP-OFF FINDER

WHAT IT DOES Reads your program like a first-time client and ranks the three steps most likely to lose people, with its reasoning.

PROMPT ONE · COPY & PASTE

You are helping me find the point where clients stall in my program.

MY PROGRAM:

[Paste your outline. Module or session names, plus what the client has to DO at each step, plus roughly how long each step takes. Rough notes are fine.]

WHO IT'S FOR:

[One or two sentences about your client. Include how much time she has per week and how experienced she is.]

HOW THEY HEAR FROM ME:

[List every touchpoint and when it happens: calls, emails, community, office hours. Say explicitly where there is nothing.]

Analyze this program for drop-off risk using three lenses:

1. THE HEAVY LIFT: where does learning turn into doing? Flag every step that requires a blank page, a decision that could be wrong, a public action, an unfamiliar tool, or significantly more hours than the steps around it.
2. THE LONG GAP: where is the longest stretch with no contact from me? Flag it, and flag doubly if it lands on or right after a Heavy Lift.
3. THE SILENCE RISK: which steps would a client be least likely to ask for help with, because asking would mean admitting she is behind?

Then give me:

- The THREE steps most likely to lose people, ranked, each with which lens flagged it and one sentence on why
- For the top one, your best guess at what the client is actually thinking at the moment she closes the tab
- Any place where my program asks for effort that does not match the result the client gets at that step
- One thing about my program's structure that is working well

Be specific and name actual steps. Do not soften your answer, and do not tell me my program looks great. Assume there IS a drop-off spot, because there always is.

PROMPT ONE · WHAT GOOD OUTPUT LOOKS LIKE

It names your steps back to you, and at least one of its three flagged steps is the one you already suspected. If everything it says feels wrong, your outline probably did not include what clients have to DO at each step. Go add that and run it again.

✦ BLOCK THREE · PROMPT TWO ✦

THE CHECK-IN WRITER

WHAT IT DOES Writes the message that catches someone at your drop-off spot, in your voice, following the four beats that keep a check-in from feeling like a nudge.

PROMPT TWO · COPY & PASTE

Write a check-in message for clients who have stalled at this step:

THE STEP: [name it, and say what the client has to do there]

WHY IT'S HARD: [one sentence]

THE TEN-MINUTE VERSION: [the smallest useful piece of that step, or write "you tell me" and I'll take your suggestion]

CHANNEL: [email / text / community post / voice message script]

HOW I TALK TO THESE CLIENTS: [formal-ish / friendly / we text memes]

Structure it in exactly four beats, in this order:

1. **NORMALIZE:** getting stuck at this step is common. Say it about the STEP, never about her.
2. **LOCATE:** name the specific step so it is obvious this is not a mass email and I am paying attention.
3. **SHRINK:** hand her ONE action she can finish in ten minutes, with a visible finish line. Not "catch up." Not "finish the module."
4. **OPEN THE DOOR:** offer help in a way that requires no confession. Give her a one-word reply option.

Hard rules:

- Under 150 words for email, under 40 for text
- No question that asks her to report on her progress
- No "life gets busy," no fake deadline, no mention of what she paid
- No cheerleading without an action attached
- Exactly one ask
- Do not use em dashes
- Do not use the construction "it's not X, it's Y"

Give me three versions with different levels of directness, and label which one you would send to someone who has been quiet for a month.

THE SHRINK RAY

WHAT IT DOES Takes your hardest step and breaks it into pieces a stuck person will actually start.

PROMPT THREE · COPY & PASTE

This is the step where my clients stall:

[Paste the step. Include what it asks them to produce and how long it supposedly takes.]

My client at this moment: behind, a little embarrassed about it, with maybe 20 minutes of usable time and no confidence that she will do this well.

Give me:

1. THE TEN-MINUTE ENTRY POINT: the smallest piece of this step that produces something real. It has to be finishable in ten minutes and it has to leave her with an actual artifact, not a plan to make one.
2. THE LADDER: the same step broken into 3 to 5 pieces with visible finish lines, in the order I should hand them over.
3. THE BORROWED VERSION: what I could hand her to copy from, so she is editing instead of starting from nothing.
4. THE PERMISSION: one sentence that lowers the quality bar enough for her to begin.
5. WHAT TO CUT: anything in this step that is nice to have rather than load-bearing. Be ruthless. If a step takes four hours and two of them are optional, say so.

Then tell me: should I restructure this step in the program itself, or is a check-in message enough? Give me an actual recommendation.

PRO TIP

Run this one even if you are happy with your program. The "what to cut" answer is frequently the most useful thing in the whole output.

THE KINDNESS CHECK

WHAT IT DOES Makes the AI read your check-in as the person receiving it, on a bad day, three weeks behind. This is the one that catches the guilt you did not know you wrote.

PROMPT FOUR · COPY & PASTE

Read this message the way it will actually be received.

YOU ARE: a client of mine who is three weeks behind on [step]. You meant to do it. You have opened the tab four times. You feel bad about it and you have started wondering whether you are just not the kind of person who finishes things. You are reading this on your phone, standing up, between other things.

MY MESSAGE:

[paste your check-in]

Tell me, in this order:

1. Your honest first reaction, in one sentence, as that client
2. Every line that made you feel judged, behind, or obligated, quoted exactly. Include lines that are technically kind but land wrong
3. Whether the next step feels small enough to do today, yes or no
4. Whether you would reply. Yes or no, and why
5. The one change that would make you most likely to act

Be blunt. Do not be encouraging about my writing. I want the places this lands badly, not reassurance.

WHAT TO DO WITH THE OUTPUT

Fix the quoted lines. Then run it again. Two passes is usually enough, and your check-in will be noticeably kinder and shorter than the one you started with.

THE RULES THAT KEEP AI FROM RUINING THIS

Paste these into any prompt in this file, or set them once at the top of your conversation. AI defaults to nudge-and-urgency copy because the internet is full of it.

YOUR GUT CHECK

- ☐ **No urgency that is not real.** No "don't miss out," no invented deadline, no countdown on a self-paced program
- ☐ **No guilt, ever.** Not about time, not about money, not about the investment she made
- ☐ **No cheerfulness as a substitute for help.** "You've got this!" with no next step attached is noise
- ☐ **No coach-voice.** No "the resistance you're feeling," no narrating her emotions back at her
- ☐ **One ask per message.** AI loves to add a second
- ☐ **No em dashes.** It will use them anyway. Tell it twice
- ☐ **No "it's not X, it's Y."** The single most obvious tell that a robot wrote your check-in

✗ WHAT AI HANDS YOU BY DEFAULT

"Hey there! I noticed you haven't completed Module 3 yet. I know life gets busy, but I don't want you to miss out on the transformation waiting for you on the other side. You've got this! Let me know if there's anything I can do to support you on your journey. 🙌"

✓ WHAT YOU WANT INSTEAD

"Module 3 is the wall. Everybody slows down here, me included. Don't do the whole thing, just write one headline and send it to me. Ten minutes. Reply SHOW ME if you'd rather see three of mine first."

◆ BEFORE YOU GO ◆

ONE LAST THING

The AI is useful here for one specific reason: it has no idea why your step 4 makes sense. It just sees a step that asks for four hours of hard work with no help attached, and says so.

Use it for the noticing, then write the message yourself, or at least run its version through the Kindness Check until it sounds like a person who cares about the woman reading it. That part cannot be outsourced, and it is the part that works.

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Now go find out what your program looks like to somebody who has never seen it. ✨

◆ WHAT'S NEXT ◆

READY FOR YOUR NEXT MAGIC MOVE? ✨

☕ WANT TO TALK THROUGH WHAT THE AI FOUND?

Grab a coffee chat with me and bring the output.

👉 [Grab a Coffee Slot](#)

✨ READY FOR BIGGER HELP?

Here's how we can work together.

👉 [Apply to Work With Pam](#)



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Pam Langord is a Digital Marketing Strategist and Automation Specialist who helps coaches, consultants, and service-based entrepreneurs build marketing systems that feel human. She's the founder of Simply Magic Marketing and the creator of the HEART Method, which puts Relationships Before Revenue on purpose.

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