



The 5 Minute Fix

◆ MEMBER RESOURCE ◆

THE STILL WITH ME CHECK-IN SCRIPTS

*Fill-in-the-bracket messages that catch a stalled client without making her
feel bad about it.*

HERE'S THE GIST

Before you start

There is a particular kind of email nobody wants to get, and most of us have sent it. It goes something like "Just checking in! How are you doing with module 3?" and it lands in the inbox of a woman who is three weeks behind, already embarrassed about it, and now being asked to write a progress report on her own failure.

She will not answer. She will feel worse. And your open-hearted little check-in just became one more thing she is avoiding.

Sound familiar? You're not alone. I have written that email. I have also received it, many times, from programs I had stalled out of, and I never once replied.

THE VERSION THAT WORKS

The version that works does something different. It tells her that getting stuck right here is normal, it proves you know exactly where she is, and it hands her something so small she can do it before she finishes her coffee. No guilt, no "you've got this!", no invitation to explain herself.

This swipe file gives you those messages, sorted by WHY she stalled. If you have run the **Drop-Off Diagnostic**, you already know which one you need. If you haven't, start with the Heavy Lift scripts, because that is where most people stall.

Everything here is fill-in-the-bracket. Swap the brackets for your actual step names and next actions, run it through your own voice, and send. And please send it as a real message from you, not a broadcast that looks like a newsletter. This one should feel like it was typed by a person who noticed.

STAY MAGICAL! ✨

Pam Langord, Simply Magic Marketing

THE ANATOMY OF A CHECK-IN THAT WORKS

Every script in here is built on the same four beats, in this order. Keep the order. It is the order that keeps it from feeling like a nudge.

01 NORMALIZE

Tell her that stalling right here is common, and say it about the step rather than about her.

"Step 3 is where almost everybody slows down."

02 LOCATE

Name the specific step, so she knows this is not a mass email and you are paying attention.

"You're right at the part where you have to write the actual page."

03 SHRINK

Hand her ONE action small enough to finish in ten minutes. Not "get caught up." Not "finish the module." One thing, with a finish line she can see from where she is sitting.

04 OPEN THE DOOR, NO TOLL

Offer help without requiring a confession.

"Reply with the word STUCK and I'll send you mine to copy from." A woman who is behind will type one word. She will not type a paragraph.

WHAT TO LEAVE OUT, EVERY TIME

- ☐ Any question that asks her to report on her progress
- ☐ Any variation of "life gets busy!" (she knows, and it reads as an excuse you are handing her)
- ☐ Any deadline that is not real
- ☐ Any mention of what she paid
- ☐ Cheerleading with no action attached
- ☐ More than one ask. One. Always one.

✗ GETS IGNORED

"Hi! I noticed you haven't finished module 3 yet. Life gets busy, I know! But you invested in this program for a reason, and I'd hate to see you not get the results you came for. Let me know if you have questions!"

✓ GETS A REPLY

"Module 3 is the wall. It's where I stalled in every program I ever bought, and it's where most people here slow way down. Don't try to finish it. Just write one headline, any headline, and hit reply with it. That's the whole thing. If you'd rather see mine first, reply with SHOW ME and I'll send you three."

Read those again. Same information, completely different weight on her shoulders.

SCRIPTS FOR THE SILENCE

WHEN TO USE She was engaged, then went quiet, and you do not know whether she is stuck or just heads-down.

1.1 THE NOTICED NOTE

EMAIL · SUBJECT: YOU'VE GONE QUIET ON ME

Hey [Name],

You were all over [earlier step] and then things went quiet around [step where she stopped]. I have learned to pay attention to that, because quiet usually means stuck rather than finished.

No progress report required. Just hit reply with one word:

GOOD, if you're moving and I should leave you alone

STUCK, if [step] is sitting there

If it's STUCK, I'll send you the shortest possible path through it.

[Sign-off]

1.2 THE QUESTION NOBODY ASKED

EMAIL

Hey [Name],

Nobody has asked me a single question about [step] in weeks, which tells me one of two things. Either it is perfectly clear, or everybody is stuck in the same place and nobody wants to be the one to say so.

I am betting on the second one, so here is the answer to the question you did not ask: [the one thing people always get stuck on at that step, answered in two sentences].

If that was not your question, tell me what is. One line is plenty.

[Sign-off]

1.3 THE COMMUNITY VERSION

COMMUNITY POST · NOT EMAIL

Confession time, and then a question.

[Step] is where I always stalled out in programs I bought. Every time. So I want to know where you all actually are, and I made it easy to answer:

- Done with [step]
- Started, not finished
- Haven't opened it

Drop your color. No explanation needed, no judgment, and I promise you are not the only ● in here.

Whoever drops a ●, I'm posting the ten-minute version of [step] in the comments.

PRO TIP

The color version works because it lets someone participate without confessing. You will get ●s from people who have not replied to an email in two months.

SCRIPTS FOR THE HEAVY LIFT

WHEN TO USE The step itself is hard. A blank page, a real decision, a public action, a tool she has never opened. These are your workhorses.

2.1 THE WALL *(my favorite, send this one first)*

EMAIL · SUBJECT: [STEP] IS THE WALL

Hey [Name],

[Step] is the wall. It is the hardest thing in this whole program, and it is where almost everybody slows down, including me when I was learning this.

So let's make it smaller. Do not [the big scary version of the task]. Just do this instead:

[The ten-minute version, stated as one concrete action.]

That's it. That is the entire thing I want from you this week. Once that exists, the rest of [step] gets dramatically easier, because you will not be staring at a blank [page/screen/document] anymore.

Send it to me when it's done, even if it's terrible. Especially if it's terrible.

[Sign-off]

2.2 THE PERMISSION SLIP

EMAIL

Hey [Name],

Quick permission slip for [step]: it does not have to be good.

[Step] is where people get stuck because they are trying to make the final version on the first try. You cannot. Nobody can. What you can do is make a rough one that we fix together.

So here's the rough-one version: [one concrete small action]. Ten minutes, ugly on purpose.

Reply with it and I'll tell you the one thing to change.

[Sign-off]

2.3 THE BORROWED ANSWER

EMAIL

Hey [Name],

If [step] is sitting there untouched, the problem is probably the blank page rather than the work.

So borrow mine. Here is [my example / a template / a filled-in sample]: [link or paste]

Change the words to yours. That is allowed, that is what it is there for, and it turns a two-hour task into a fifteen-minute one.

[Sign-off]

2.4 THE PREEMPTIVE *(send this BEFORE the wall)*

EMAIL

Hey [Name],

Heads up. [Step] is next, and it is the one that takes people the longest, because this is where you have to [the hard thing] instead of just learning about it.

Two things that make it easier:

1. [Prep action they can do in five minutes before starting]
2. Block [realistic amount of time] on your calendar for it now, before you need it

And if you hit a wall anyway, that is normal here. Reply with STUCK and I'll walk you through it.

[Sign-off]

REALITY CHECK

The preemptive one outperforms every other script in this file, because catching someone before she stalls beats catching her after. **If you only automate one message, automate this one at the step right BEFORE your drop-off spot.**

SCRIPTS FOR THE LONG GAP

WHEN TO USE Nothing is wrong with the step. The problem is that she has not heard from you in three weeks and the momentum leaked out.

3.1 THE FILL-THE-GAP

EMAIL · SUBJECT: STILL HERE, STILL THINKING ABOUT YOUR [THING]

Hey [Name],

It has been [X] days since [last touchpoint], which is a long time in the middle of doing hard work. So here I am.

Where you probably are right now: [the step]. What usually helps at exactly this point: [one small, specific tip].

Nothing to reply to, nothing due. I just did not want you working on this alone.

[Sign-off]

3.2 THE HALFWAY MARKER

EMAIL

Hey [Name],

You are officially halfway through [program]. That is worth stopping on for a second, because the halfway point is where the newness wears off and it starts feeling like actual work.

Look back at [specific thing she has already done or made]. You did that. It did not exist [X weeks] ago.

Next up is [next step], and the fastest way in is [one small action].

[Sign-off]

3.3 THE POST-CALL CATCH

EMAIL OR DM

Hey [Name],

The week after a call is where everything either happens or does not. So, one question, one word to answer it:

Did you [the specific thing from the call]?

YES, and I'll send you the next piece.

NOT YET, and I'll send you the ten-minute version.

Both answers are fine. I have been both.

[Sign-off]

THE ONE FOR SOMEONE WHO IS LONG GONE

WHEN TO USE She stalled out months ago and has not opened anything since. Different job, different tone. This message is about absolution, not about the step.

4.1 THE NO-GUILT WELCOME BACK

EMAIL · SUBJECT: NO GUILT, I PROMISE

Hey [Name],

You stopped somewhere around [step] a while back, and I want to say the thing nobody says when this happens: that is not a character flaw. [Step] is where most people stop, and the reason is that [step] is genuinely hard and you were doing it by yourself.

The program is still yours and it is not going anywhere. If you want back in, do not start over and do not catch up. Skip straight to [the one step that gives the fastest visible win] and do just that one.

Reply with IN and I'll send you exactly where to click, plus nothing else.

And if now is not the time, that is a completely fine answer. No follow-up sequence, no guilt trip. I just did not want you to think I hadn't noticed.

[Sign-off]

TRUTH BOMB

This message gets replies from people you assumed were gone forever, and the reason is that it releases them instead of pulling on them. **Nobody comes back to a program they feel bad about.**

SEND IT WHERE SHE ACTUALLY READS

Same four beats, different container. Match the channel to how you already talk to clients.

EMAIL

Best for course and membership check-ins, and the only one you can reliably automate. Keep it under 150 words. One link, one ask.

TEXT OR DM

Highest response rate of anything here, and it costs you the most familiarity, so save it for 1:1 clients and small group programs. Two or three sentences maximum. *"Hey [Name], [step] is the wall. Don't do the whole thing, just [tiny action]. Send it to me when it's done?"*

VOICE MESSAGE

Underrated for the Heavy Lift. Tone carries in a way it never does in text, and forty-five seconds of "this part is hard for everyone" lands completely differently in your actual voice. Great for Voxer, WhatsApp, or a DM voice note.

COMMUNITY POST

Best when you suspect a lot of people are stuck at the same step, which is exactly what the Diagnostic tells you. Use the color-code version so nobody has to write a confession.

ON A CALL

Ask about the step, never about the person. "Where are you with [step]?" gets you an honest answer. "How's it going?" gets you "good!"

YOUR ACTION PLAN

- ☐ Pick the channel you already use most with these clients
- ☐ Write your check-in for your circled step, using the matching script
- ☐ Trim it. Then trim it again. Short reads as kind; long reads as a lecture
- ☐ Read it out loud and check for a single note of disappointment. If you hear one, rewrite the line
- ☐ Schedule it, and send it manually to anyone sitting at that step today

MAKE IT AUTOMATIC

A check-in you have to remember to send is a check-in you will send twice and then forget. Set it up once.

01 IF YOUR PLATFORM CAN TRIGGER ON PROGRESS

- ☐ **Trigger:** client completes the step BEFORE your drop-off spot
- ☐ **Wait:** the realistic amount of time that step should take, plus two days
- ☐ **Condition:** has not completed the drop-off step
- ☐ **Send:** the Preemptive or The Wall
- ☐ Add a second message five days later if still not complete, using a different script

02 IF YOUR PLATFORM CANNOT SEE PROGRESS *(most can't)*

- ☐ **Trigger:** X days after purchase or enrollment, timed to land when most people reach that step
- ☐ Send the same message to everyone, written so it works whether or not they are stuck ("if you are already past this, ignore me and go be great")

03 IF YOU ARE RUNNING ON NOTHING BUT A CALENDAR

- ☐ Recurring task every Monday: "Who is sitting at [step]?"
- ☐ Five minutes, one list, send the message to each name
- ☐ This is not elegant and it works fine. Do the unelegant version rather than nothing

PRO TIP

Tag anyone who replies STUCK. That tag is the most useful segment in your whole database, because those are the people telling you exactly where your program needs work.

◆ BEFORE YOU GO ◆

ONE LAST THING

The client who stalls at your hardest step is not unmotivated. She is alone at the hardest part, and she has already decided that means something about her.

One message that says "this is the wall, here is the ten-minute version, I've got you" can change how that whole story ends. It takes five minutes to write and you only have to write it once.

◆ ◆ ◆

Go write yours. ✨

◆ WHAT'S NEXT ◆

READY FOR YOUR NEXT MAGIC MOVE? ✨

☕ WANT HELP FINDING YOUR DROP-OFF SPOT?

Grab a coffee chat with me and we'll find it together.

👉 [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.