



THE ANTI-GHOSTING PROTOCOLS

How To Get Important People To Keep Their Appointments

Course Description:

No-shows and silent follow-ups plague professionals in every field—leaving opportunities on the table and momentum stalled. This course delivers a simple, step-by-step system—rooted entirely in Greg Gray’s Anti-Ghosting Protocols - to reduce unanswered appointments and turn missed connections into renewed engagement. You’ll master language, timing, and tech tactics that ensure your next touchpoint actually happens—whether you’re in sales, project management, consulting, or any role that depends on reliable follow-through.

Participants Will Walk Away With:

- **Key Insight #1: Don’t Be Offended (DBO Protocol):** Understand why taking ghosting personally only undermines your follow-up—and learn to lead every outreach with curiosity, not judgment.
- **Key Insight #2: The “Reconnect” Ask (Recon Protocol):** Use assumptive, purpose-driven language - “When’s a good time for us to reconnect?”—to signal continuity and expectation for the next meeting.
- **Key Insight #3: Purpose-Driven Framing (ST Protocol):** Embed “so that...” in every follow-up (“Let’s reconnect so that we can finalize the plan”), giving prospects a clear, compelling reason to prioritize your meeting.
- **Key Insight #4: Calendar as Your Ally (CYA Protocol):** Elevate commitment by making your calendar part of the conversation—pin down exact dates/times and send invites immediately so follow-through becomes a shared responsibility.
- **Key Insight #5: Multi-Touch Tech Stack (DTT Protocol):** Layer in automated calendar invites, scheduled reminder texts, and a prompt to add your number to contacts—creating multiple, effortless touchpoints that dramatically cut no-shows.

💡 Why This Is Important:

Every missed appointment is a lost chance to close sales, build trust, solve problems, and move projects forward. By adopting these anti-ghosting protocols—rooted in empathy, precision language, and smart use of technology—you’ll convert more scheduled conversations into real outcomes, strengthen relationships, and ensure your pipeline never dries up, no matter your industry.

