



CASTILLO
— DIGITAL MEDIA —

RESPONSE RECORD VAULT

Track responses. Find patterns.
Make **smarter** decisions.



RECORD
EVERY RESPONSE



FIND PATTERNS
THAT MATTER



EXPANDED WORKBOOK
FROM CHAPTER THIRTEEN

AI After 50: The Next Conversation

RESPONSE RECORD VAULT

An Expanded Workbook from Chapter Thirteen of

AI After 50: The Next Conversation

Castillo Digital Media

One no is rarely a verdict. It's the ordinary cost of asking. But one record is easy to keep in your head — twelve of them aren't. This workbook gives you a running log so patterns can actually surface instead of disappearing the moment you move on to the next conversation.

Keep every Response Record here, in order. Don't skip the ones that sting. Those are usually the ones worth rereading later.

Part 1 — Your Original Record

Copy the Response Record you already built in Chapter Thirteen. This is your first entry.

EXAMPLE — Diane, a resume-writing service for professionals 50+

Response: *“Not right now.” —from a comment reply I sent after they engaged with my resume post.*

Known: *They aren't moving forward right now.*

Possible: *Timing, budget, they're not ready to commit, or it's a polite decline.*

Unsupported: *My price is too high. My resume samples aren't good enough. Nobody actually wants this.*

Action: *Nothing to change yet — one response isn't a pattern. Record it and keep going.*

Now build your own.

Response	
Known	
Possible	
Unsupported	
Action	

Part 2 — The Running Log

Use one card per response — including silence. If there's no response yet, write “No response yet” under Response and leave the rest for later. Don't translate silence into a rejection nobody actually gave you.

Prompt to use for each entry:

“Here's exactly what they said (or that there's been no response): [paste it]. Separate this into Known, Possible, and Unsupported. Then based only on Known, is there anything here that justifies changing my offer, message, or price?”

EXAMPLE — Diane, a resume-writing service for professionals 50+

Date / Who	8/15 — commenter on my Instagram post
Response	“This looks nice but I don't think it's for me.”
Known	They saw the offer and decided it wasn't a fit.
Possible	Wrong audience, wrong timing, or unclear what's included.
Unsupported	My whole approach is wrong. I should lower my price.
Action	Collect more evidence — record and continue.

Entry 1

Date / Who	
Response	
Known	
Possible	
Unsupported	
Action	

Entry 2

Date / Who	
Response	
Known	
Possible	
Unsupported	
Action	

Entry 3

Date / Who	
Response	
Known	
Possible	
Unsupported	
Action	

Entry 4

Date / Who	
Response	
Known	
Possible	
Unsupported	
Action	

Entry 5

Date / Who	
Response	
Known	
Possible	
Unsupported	
Action	

Entry 6

Date / Who	
Response	
Known	
Possible	
Unsupported	
Action	

Part 3 — The Pattern Alert

One response is one data point. Three or more independent responses raising the same thing is different. Once you have at least three entries, bring them into one conversation and look for what repeats.

Prompt to use:

“Here are my last several Response Records: [paste entries]. What appears more than once? Don't force a pattern if there isn't one — if the honest answer is ‘not enough evidence yet,’ tell me that instead of guessing.”

EXAMPLE — Diane, a resume-writing service for professionals 50+

Diane's four records showed: *Two people asked “does this work for someone who's been out of the workforce, not just changing jobs?” — a version of the same question, from different people.*

AI's read: *“That's worth examining — two independent people raised the same gap. That's not yet a firm pattern, but it's more than one data point. Consider addressing it directly in your Positioning Card's What This Is Not, or adding a line that clarifies who it's for.”*

Now try it with your own records.

If a pattern is identified, ask:

“What evidence actually supports that conclusion? Based on the evidence, what one thing — if anything — should I change next?”

Part 4 — Low-Pressure Follow-Up Scripts

These aren't rebuttals. The book is clear that a follow-up's job is to clarify or continue a conversation — never to pressure someone into reversing a no. Use whichever fits what Known actually established, and edit the bracket to sound like you.

“Not right now.”

“No worries at all — I'll leave this with you. If it's ever useful down the road, just comment [keyword] again and I'll send it over.”

“Let me think about it.”

“Take your time. Is there anything specific I can clarify while you're deciding — or is it more just needing a bit of space to think it through?”

Silence — no response at all

“Hey [name], just circling back in case this got buried — totally fine either way. Here if you have questions.”

Send once. If there's still no response, that's Known: they aren't moving forward right now. Record it and move on — don't send a second follow-up chasing an answer.

“I've tried something like this before and it didn't work.”

“That makes sense, and I get the hesitation. Mind if I ask what didn't work about it? It might just be a difference worth knowing about.”

“I'm not sure I have time for this right now.”

“Completely understand — this only makes sense if it fits your life, not the other way around. I'll leave the door open for whenever that changes.”

“Is there a discount / will this go on sale?”

“I keep the price consistent so it stays fair to everyone who's already in. If the offer itself changes down the road I'll let you know — but the price you see is the price.”

“I'm not sure this will work for someone like me.”

“That's a fair thing to wonder. What's the part that feels least likely to fit your situation? I'd rather answer that directly than guess.”

A firm, final no

“Appreciate you letting me know either way — that's genuinely helpful. Wishing you well with it.”

Then stop. A firm no doesn't need a follow-up at all. Record it and close the entry.