

THE FREE PLAYBOOK SERIES · NO. 2

The Churn & Ghost Pattern Analysis

Fans don't go quiet at random. There are five repeatable reasons they ghost. Find out which one is costing you the most, with the free template inside.

WHAT THIS IS

When a fan stops spending, most teams shrug and say "he lost interest." But when you actually read the chats of fans who went quiet, the silence isn't random. It falls into **five repeatable patterns**. And usually one of them is doing most of the damage across your whole page.

This analysis takes a batch of your churned fans, sorts each one into the pattern that best explains why they left, and counts them. The pattern with the highest count is your **number-one revenue leak**, the single fix that would save the most fans. The free template tallies it for you.

WHAT YOU NEED

A list of fans who've gone inactive (start with your big spenders who stopped, they're worth the most), the free **DBCO Churn / Ghost Pattern** spreadsheet, and the chats so you can read why each one went quiet.

THE 5 GHOST PATTERNS

Every churned fan gets sorted into one main pattern (and any others that also applied). Here's what each one means and how to spot it.

1 Follow-Up Failure

He went quiet and was never properly chased, or chased once and dropped. The conversation just died because nobody re-opened it.

HOW TO SPOT IT

The last message in the thread is the fan's. No follow-up after he dropped off.

2 PPV Spam

Offers got fired at him with no build-up. He was sold to before he was warmed up, so it felt transactional and he cooled off.

HOW TO SPOT IT

Multiple PPVs back to back with little real conversation between them.

3 Missing Aftercare

The chat went cold the moment money landed. No warmth, no connection after the purchase, so he was left with buyer's regret and didn't come back.

HOW TO SPOT IT

A purchase, then one or two lines, then nothing. No genuine conversation after the sale.

4 Objection Fail

He raised a concern (price, hesitation, a worry) and it got brushed off or pushed straight past instead of actually handled. He felt unheard and left.

HOW TO SPOT IT

Fan raises a worry; the chatter ignores it or pivots straight to the next offer.

5 Trust Break

The immersion slipped. Something felt fake, robotic, or off, and once that illusion cracks, the fan quietly disengages.

HOW TO SPOT IT

Generic replies right after he opened up about something real; the connection visibly drops.

HOW TO RUN IT

- 1 List your churned fans.** Start with the highest value, big spenders who went inactive. Log one per row in the template's tracker tab.
- 2 Read each chat and pick the main pattern.** Use the dropdown to choose the single reason that best explains why he left.
- 3 Tick the contributing patterns.** Often more than one applied, mark each that's present. (Missing Aftercare and Follow-Up Failure tend to stack.)
- 4 Read the totals.** The Results panel counts each pattern automatically. The biggest number is your #1 leak.
- 5 Fix that one first.** Don't try to fix all five, fix the top pattern, re-run the analysis next month, watch the count drop.

READING THE NUMBERS: WORKED EXAMPLE

A batch of 88 churned fans, sorted. (Example figures, yours will differ.)

Total churned fans analyzed	88
Missing Aftercare the dominant pattern	73
Follow-Up Failure	55
Trust Break	25
Objection Fail	20
PPV Spam	7

HOW TO READ THIS EXAMPLE

The answer is screaming off the page: **73 of 88 churned fans were missing aftercare.** It's not the content, not the prices, not the traffic. The single biggest thing killing this page is that fans buy and then the chat goes cold, so they're left with regret and never come back. Fix aftercare on every purchase and you'd save the majority of these fans. That's one focused fix worth more than any amount of new traffic.

Notice the patterns stack, many of the same fans flagged for both Missing Aftercare *and* Follow-Up Failure. That's normal. The point isn't precision, it's **direction**: which one fix moves the most fans. Here it's obvious. On your page it might be PPV Spam or Objection Fail, you won't know until you count.

This is the surface of it.

Sorting churned fans by hand will already point you at your biggest leak. We run this exact analysis automatically across every creator on the pages we manage. Every inactive fan diagnosed, sorted, scored, and turned into a win-back plan, continuously, so silent revenue gets caught instead of lost. The template above is yours to keep and run.

DBCO · Chatting Agency. If you want to see what your pages could be pulling on the fans you already have, that's a quick conversation.