

WHY CONTACTS GO QUIET

Reach the Contacts Who Never Click

A two-page playbook for the quiet majority of your list: the people who never open, click or reply.

Companion to the article [Why Most of Your Contacts Never Click, and How to Reach Them Anyway](#)

STEP 1 Count your quiet majority

Pull a report from your CRM or email platform for the last six months.

A	Total contacts	
B	Contacts with no open, click or reply in the last 6 months	
C	Your quiet majority (B ÷ A)	%

Don't trust opens

Some email privacy features load messages automatically, which can count an open that never happened. If your follow-up waits for opens, part of what it reacts to is noise.

Count replies and clicks first.

STEP 2 Find out why they're quiet

Silence has a lot of explanations. Lack of interest is only one of them.

WHY THEY'RE QUIET	WHAT TO CHANGE
Your emails land in a tab they rarely check	Try a different channel where you have consent on record
Your messages are about you, not them	Write to the reason they came to you in the first place
You're on the wrong channel	Try a text, a handwritten letter or a phone call, with permission
The timing hasn't been right	Keep showing up on a schedule that matches how long your customers take to buy
Your system only follows up after a click	Build a second path that starts the conversation for them

STEP 3 Work from why, not only what

Most software records what a contact did. What predicts a purchase is why they would buy, and none of it requires a click.

WHAT MOST TOOLS TRACK

What they did

- Opened an email
- Clicked a link
- Viewed a page
- Downloaded a file

WHAT PREDICTS A PURCHASE

Why they would buy

- Why they contacted you in the first place
- What they bought last time, and when it's due again
- What has changed in their life or business
- What they said in your last conversation

STEP 4 Six moves that reach quiet contacts

- 1 Start from the data you own**
Purchase dates, products, locations, the reason for the first inquiry and notes from the last conversation. Your best openers live here.
- 2 Write to the reason, not the funnel stage**
"Stage three of our nurture sequence" is how most automated messages read. Write like someone who remembers them.
- 3 Change the channel**
If someone has ignored twenty emails, the twenty-first won't be different. A text, a letter or a call might be.
- 4 Ask a question that's easy to answer**
A one-word reply is a conversation. A link to a long landing page is homework.
- 5 Match your timing to how people buy**
Some decisions take weeks and some take years. Follow your buying cycle, not your campaign calendar.
- 6 Run two paths**
Let behavior-based follow-up handle the people who engage. Build a deliberate path for everyone who doesn't.

STEP 5 Openers you can adapt

Fill in the highlighted blanks with what you already know about each contact.

"It's been about [time] since we helped you with [service]. Most people in your spot start thinking about [next need] around now. Want me to send over [something useful]?"

"Quick question: did you end up [doing what you asked us about]?"

"We're seeing [a change in your market] for [type of customer] right now. Is that on your radar?"

"You asked us about [topic] a while back. Is it still on your list, or did you get it handled?"

Before you switch channels

- ☐ Consent on record for texting
- ☐ Consent on record for calls, including automated or AI voice
- ☐ Opt-outs honored across every channel
- ☐ Messages sent at reasonable local hours

Rules vary by state and country, so check with your counsel.
This sheet is general guidance, not legal advice.

Clean the list, don't gut it

- ☐ Remove hard bounces
- ☐ Remove everyone who opted out
- ☐ Keep everyone else, and work them differently
- ☐ Tag who replies, so they move to your engaged path

Why it matters: deleting quiet contacts throws away people you already paid to acquire.

See who's hiding in your quiet majority

Agent Legend reaches the contacts trigger-based tools ignore, and works from why each person is likely to buy.

agentlegend.com/book-a-demo