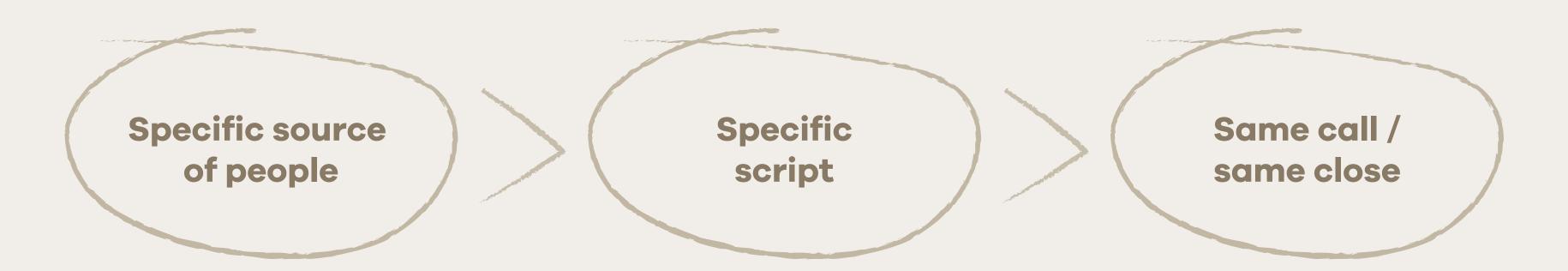


# Conversations in the DMs (10 sources & 10 scripts)

...an unlimited source of leads and sales (for free)



#### 3 simple steps to closed sales



I'm giving you 10...

I'm giving you these too...

Use your usual flow to close the sign-up.



#### 5 big reasons why to use this

Limitless

O4 Calls booked have high show rates

2 Repeatable

O5 Calls booked have high close rates

**Outsourceable** 



#### 7 step DM script flow

Immediate call or

book in manually

Rapport:
personalise & relate

What's your #1 goal
at the moment?

Great, what are you
struggling with to
get there?

"You're only like 99%
of people I speak to..."

What have you
tried so far?



## Sound simple?

### Biggest DM script mistake I see:

Having long conversations.

These can be closed in 5-7 messages.



O1	They've DM'd you	06
UI	out of interest	



#### 1. They've DM'd you out of interest

Hey X, thanks so much for the message

Looks like you're doing amazing things right now. If it's not too weird to ask. What's your #1 X goal right now?

Great, what are you struggling with to get there?

I'd love to share with you 2-3 ways... do you have 15 mins for me to share them with you? I have 10am and 2pm available tomorrow?

"You're only like 99% of people I speak to..."

What have you tried so far?



$\bigcirc 1$	They've DM'd you	06
U	out of interest	

$\Omega$	They've DM'd you in	07
UZ	response to a post cta	0/

03		



#### 2. They've DM'd you in response to a post cta

Hey X, thanks so much for the message

Quick question that'll help me help you quicker. What's your #1 X goal right now? Great, what are you struggling with to get there?

I'd love to share with you 2-3 ways... do you have 15 mins for me to share them with you? I have 10am and 2pm available tomorrow?

"You're only like 99% of people I speak to..."

What have you tried so far?



$\bigcirc 1$	They've DM'd you	06
UI	out of interest	

- They've DM'd you in response to a post cta
- They've DM'd you in the past (follow-ups)
- 04
- 05



#### 3. They've DM'd you in the past (follow-ups)

Hey X, just running through my past DMs and saw our last chat. Just wanted to check-in and see how you're getting on.

Great, what's your #1 goal at the moment?

Great, what are you struggling with to get there?

I'd love to share with you 2-3 ways... do you have 15 mins for me to share them with you? I have 10am and 2pm available tomorrow?

"You're only like 99% of people I speak to..."

What have you tried so far?



O1	They've DM'd you	06
$\cup$ I	out of interest	

- They've DM'd you in response to a post cta
- They've DM'd you in the past (follow-ups)
- Unconverted leads

05



#### 4. Unconverted leads (booked calls not closed)

Hey X, you just popped into my head and wanted to reach-out and see how you're getting on?

Great! Curious: did you find a solution for X?

Sorry to hear that. I'd love to help you solve it for good.

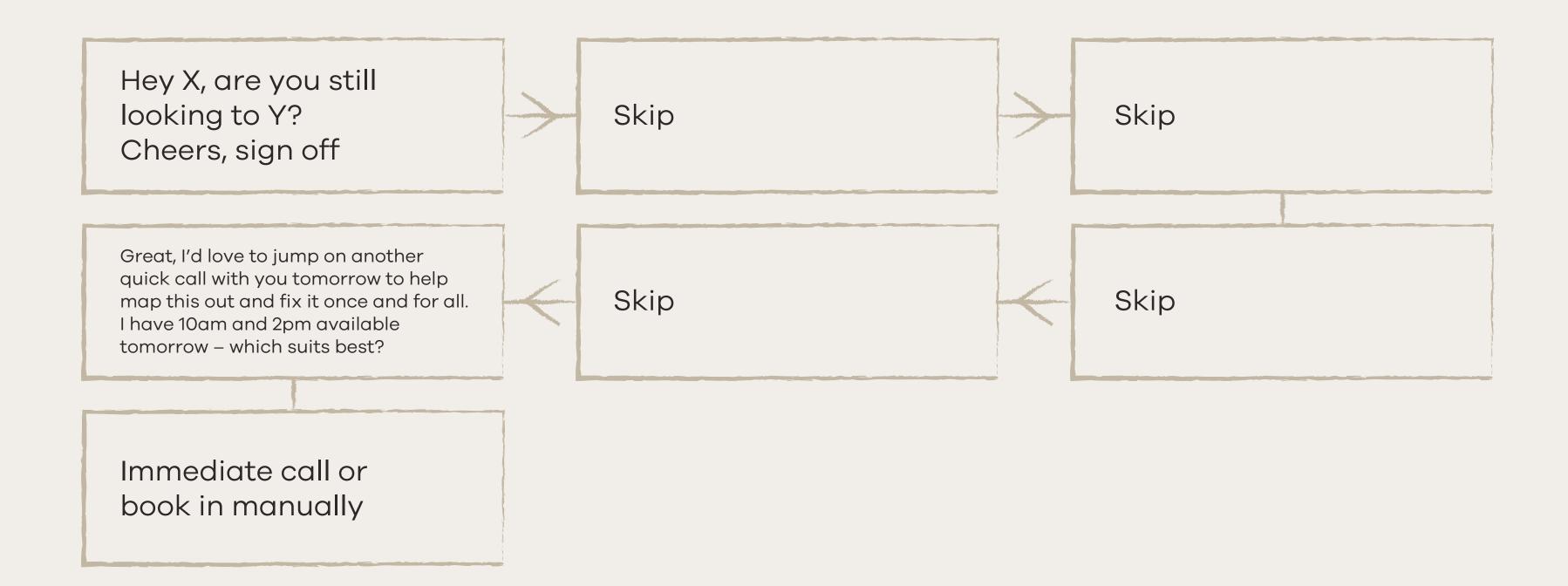
I'd love to share with you 2-3 ways... do you have 15 mins for me to share them with you? I have 10am and 2pm available tomorrow?

"You're only like 99% of people I speak to..."

What have you tried so far?



#### 4. Unconverted leads (booked calls not closed)



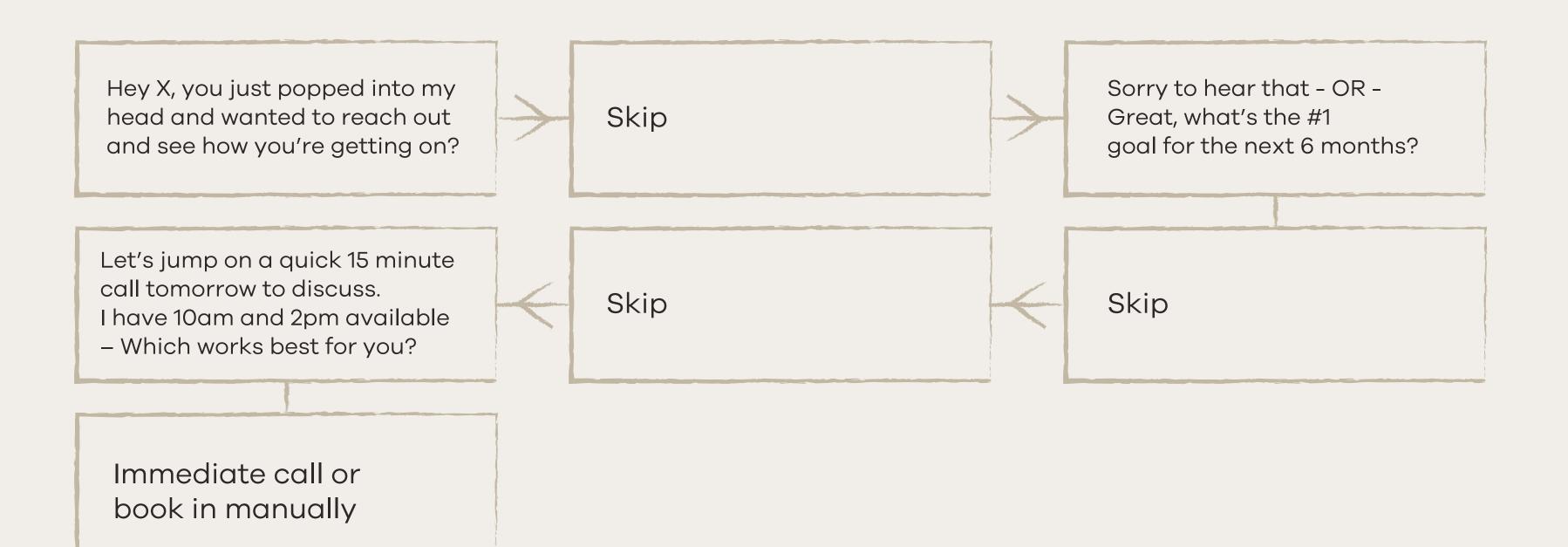


$\bigcirc 1$	They've DM'd you	06
$\cup$ I	out of interest	

- They've DM'd you in response to a post cta
- They've DM'd you in the past (follow-ups)
- 04 Unconverted leads 09
- 05 Past customers (follow-ups)



#### 5. Past customers (follow-ups)





They've DM'd you out of interest

Ohio

Description:

Ohio

Descri

They've DM'd you in response to a post cta

They've DM'd you in the past (follow ups)

O4 Unconverted leads

O5 Past customers (follow-ups) 10



#### 6. Past challengers (follow-ups)

Hey X, just checking in with a handful of my awesome challengers to see how they're now getting on! How have things been since the challenge?

Great, what's your #1 X goal right now?

Great, what are you struggling with to get there?

I'd love to share with you 2-3 ways... do you have 15 mins for me to share them with you? I have 10am and 2pm available tomorrow?

"You're only like 99% of people I speak to..."

What have you tried so far?



They've DM'd you out of interest

Past challengers (follow-ups)

They've DM'd you in response to a post cta

**Group members (follow-ups)** 

They've DM'd you in the past (follow-ups)

08

Unconverted leads

09

Past customers (follow-ups)

10



#### 7. Group members (follow-ups)

Hey X, just checking in with a handful of my group members to see how they're now getting on! How's X? [biz, training]

Great, what's your #1 X goal right now?

Great, what are you struggling with to get there?

I'd love to share with you 2-3 ways... do you have 15 mins for me to share them with you? I have 10am and 2pm available tomorrow?

"You're only like 99% of people I speak to..."

What have you tried so far?



They've DM'd you out of interest

Past challengers (follow-ups)

They've DM'd you in response to a post cta

7 Group members (follow-ups)

They've DM'd you in the past (follow-ups)

**Commenters** 

4 Unconverted leads

09

Past customers (follow-ups)

10



#### 8. Likes/Commenters

Hey X, just a quick thank you for liking my post - I never miss someone who takes the time to do so! I see you're a coach too. How's business (in this weird time) treating you?

Great, what's your #1 X goal right now?

Great, what are you struggling with to get there?

I'd love to share with you 2-3 ways... do you have 15 mins for me to share them with you? I have 10am and 2pm available tomorrow?

"You're only like 99% of people I speak to..."

What have you tried so far?



O1 They've DM'd you out of interest

Past challengers (follow-ups)

They've DM'd you in response to a post cta

7 Group members (follow-ups)

They've DM'd you in the past (follow-ups)

2 Likes/Commenters

4 Unconverted leads

9 Followers

Past customers (follow-ups)

10



#### 9. Followers

Hey X, I noticed you've been following me for a while. Just wanted to reach out and say hey and thank you! I see you're in Glasgow, I lived there for three years! How is it right now?

I know, it's crazy. How has your fitness/training been lately?

Totally makes sense. So what's your #1 goal at the moment?

I'd love to share with you 2-3 ways... do you have 15 mins for me to share them with you? I have 10am and 2pm available tomorrow?

"You're only like 99% of people I speak to..."

What are you struggling with to get there?



O1 They've DM'd you out of interest

Past challengers (follow-ups)

They've DM'd you in response to a post cta

7 Group members (follow-ups)

They've DM'd you in the past (follow-ups)

2 Likes/Commenters

4 Unconverted leads

9 Followers

Past customers (follow-ups)

Group digging/hashtag digging



#### 10a. Group digging

Hey X, I saw your post in X group and just wanted to reach out, say hello and give you some help foc...

Solve the problem, showcase smarts

Does this help?

I'd love to share with you 2-3 ways... do you have 15 mins for me to share them with you? I have 10am and 2pm available tomorrow?

"You're only like 99% of people I speak to..."

What's your overall goal right now?



#### 10b. Hashtag digging

Hey X, I just saw your post about X. Absolutely awesome, how long have you been training for?

Great, what's your #1 X goal right now?

Great, what are you struggling with to get there?

I'd love to share with you 2-3 ways... do you have 15 mins for me to share them with you? I have 10am and 2pm available tomorrow?

"You're only like 99% of people I speak to..."

What have you tried so far?



## My personal hack! Test voice notes for the script

For me it works great. Need to be high energy, personal and fun/casual.