

THE DM SCRIPT SHEET

5 rules and 10 word-for-word replies.

Content gets attention. DMs turn it into customers. Reply fast, ask one question, and move to a call or a quote. Follow each app's messaging rules and never spam.

THE 5 RULES

1. Reply within an hour. Speed beats polish.
2. Ask one question before you pitch anything.
3. Move to a call or a quote in three messages.
4. No link in the first message. Earn the reply first.
5. Follow up once after two days, then stop.

10 WORD-FOR-WORD REPLIES

DMS

- 1) New message: "Hey! Thanks for reaching out. What are you hoping to get done?"
- 2) They ask the price: "Happy to help. Quick question first: what is the size of the job?"
- 3) They say tell me more: "Sure. Can I ask what made you reach out today?"
- 4) They go quiet: "Hi [NAME], still want help with [topic]?"
- 5) Move to a call: "Easier to explain on a quick call. Do you have 10 minutes tomorrow?"
- 6) Move to a quote: "I can send a quote today. What is the best email?"
- 7) They say too expensive: "Understood. What budget were you thinking?"
- 8) Comment turned DM: "Thanks for the comment! What would you like to know?"
- 9) After the call: "Thanks for your time. Here is what we agreed: [steps]."
- 10) Final nudge (day 2): "Last note from me. Want me to hold a spot for you?"

FOLLOW-UP SCHEDULE

Day	Action
0	Reply within an hour. Ask one question.
0-1	Move to a call or quote in 3 messages.
2	One follow-up message.
3+	Stop. Do not chase.

DM TRACKER

Educational only. Results vary by business and by account. No views, followers or sales results promised.

DMs answered. Want more people to message?

- I sell ready-made business lists to reach customers by email. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Find and verify the emails free: EmailClik.com