

THE DM SCRIPTS

Turn comments into conversations, and conversations into customers.

Copy these, fill in the brackets, and make them sound like you. One rule above all: ask a question, then listen.

01 • WHEN THEY COMMENT YOUR KEYWORD

"Hey [name]! Here's the [free thing]: [link]. Quick question: what's your biggest struggle with [topic] right now?"

02 • AFTER THEY ANSWER

"That makes sense. A lot of people get stuck on [their struggle]. Want me to send you the one thing that helped me most with that?"

03 • THE SOFT OFFER (ONLY AFTER THEY SAY YES)

"If you want [the full result], [product] walks you through it step by step: [link]. No pressure, and I'm happy to answer questions."

04 • THE CHECK-IN (2 TO 3 DAYS LATER)

"Hey [name], did you get a chance to try [free thing]? Curious what you thought."

05 • NEW FOLLOWER WELCOME

"Thanks for the follow, [name]! What made you hit follow, [topic] or something else?"

06 • "IT'S NOT THE RIGHT TIME"

"Totally get it. Start with [free resource], it covers [first step]. I'm here when you're ready."

DMS THAT **DON'T FEEL SALESY**

- ☐ **One question per message.** Two questions get half an answer.
- ☐ **Their words, not yours.** Repeat their struggle back to them in your next message.
- ☐ **Ask before you link.** A link they asked for gets clicked. A link they didn't gets ignored.
- ☐ **Reply within the hour** when you can. Interest cools fast.
- ☐ **Never chase.** One check-in, then let it go. Pressure kills trust.
- ☐ **Keep a list** of every struggle people tell you. That list is your next post and your next product.

COPY THIS PROMPT

"I sell [product] to [who]. Here's a DM I got: [paste their message]. Write a friendly reply that answers them, asks one question, and doesn't sell yet. Under 50 words, casual tone."

YOU DID THE **FIRST STEP.**

You can start the conversation. Now have something great to point them to.

Two ways to keep going. Pick the one that fits where you are right now.

IF YOU WANT TO LAUNCH THIS WEEK

THE SILENT INCOME VAULT

Everything's already built. You brand it and launch it.

- 30,000+ faceless reels, ready to post
- 13 guides and courses with resell rights to rebrand and sell as your own
- Hooks, captions, story sequences and email sequences already written
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- Your sales page, emails and first 14 days of content, built in

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Results aren't guaranteed. What matters is consistency, effort, and dedication. Questions? DM me on Instagram @buildwith.justin.