

GOOD DM EXAMPLES (HIGH RESPONSE RATE)

Example 1: Post-Podium

✓ "Tom - saw you got your first podium at Wakefield! That's huge. You mentioned finally getting the setup right - was that the main thing holding you back earlier in the season or was there more to it?"

Why it works:

- Specific race mentioned (Wakefield)
- Specific achievement (first podium)
- Uses their exact words ("setup right")
- Open-ended question
- Shows genuine curiosity

Example 2: Qualifying Struggle

✓ "Jake - noticed you qualified P14 but finished P8 at Phillip Island. That's a solid recovery through the pack. Do you struggle more with one-lap pace or is qualifying just not your thing?"

Why it works:

- Specific data (P14 → P8)
- Specific track (Phillip Island)
- Compliments the recovery
- Asks about their process
- Not judgmental

Example 3: Championship Position

✓ "Sarah - been following your ASBK season. Currently 8th with 3 rounds to go, 23 points from 5th. What's the plan? Going for it or playing it safe?"

Why it works:

- Shows you follow their season
- Specific numbers (8th, 23 points, 3 rounds)
- Strategic question
- Implies you understand racing strategy

Example 4: Off-Season Reflection

✓ "Mike - now that the 2025 season's wrapped, what's the one thing you wish you'd worked on before it started? I'm asking because most riders I work with say 'mental game' but then don't actually do anything about it in the off-season."

Why it works:

- Timing-appropriate (off-season)
- Reflective question
- Challenges them slightly
- Positions you as expert
- Opens conversation about preparation

BAD DM EXAMPLES (LOW RESPONSE RATE)

Example 1: Generic

✗ "Hey! How was your race weekend?"

Why it fails:

- Could be sent to anyone
- Obvious you didn't watch
- Feels like sales setup
- No specificity

Example 2: Immediate Pitch

✗ "Hey Tom! I saw you race. I'm a mental performance coach and I have some free training that could help you. Want the link?"

Why it fails:

- Immediate pitch
- No relationship building
- Sounds like spam
- No personalization

Example 3: Fake Compliment

✗ "You're so talented! Keep pushing! Never give up! 💪🔥"

Why it fails:

- Generic platitude
- No substance

- Excessive emojis
- Doesn't invite conversation

Example 4: Multiple Questions

✗ "Hey Jake! How was your race? What happened in qualifying? Are you happy with your season? What are your goals for next year? Do you work on mental performance?"

Why it fails:

- Too many questions
- Overwhelming
- Feels like interrogation
- No focus

Example 5: Too Long

✗ "Hey Sarah! I watched your race at Phillip Island and I noticed that you had a really strong start but then seemed to struggle in the middle section of the race especially around turns 4-6 where you were losing time to the leaders and I think this might be a mental game issue because your pace early on showed you have the speed but something happened mentally that caused you to slow down and I work with riders on exactly this kind of thing and I've helped riders like Sam Lowes and others improve their mental game so if you're interested I have a free training that could help you with this specific issue..."

Why it fails:

- Way too long
- Run-on sentence
- Immediate pitch
- Overwhelming
- Feels desperate