

## tone correction for DMs:

### WRONG TONE (Avoid):

- ✗ "I saw your data shows X" (sounds like analyst)
- ✗ "That gap between practice and quali is..." (telling them their problem)
- ✗ "Your one-lap pace isn't showing up" (presumptuous)
- ✗ Too much specific data in first message (try-hard)
- ✗ Offering solution before they've told you the problem (pushy)

### RIGHT TONE (Use):

- ✓ "How was it?" (genuine curiosity)
- ✓ "How'd it feel?" (experience-focused)
- ✓ "How's the transition?" (open-ended)
- ✓ Let THEM tell you what the struggle was
- ✓ Ask follow-up questions based on their answer

## STRUCTURE:

### MESSAGE 1: Acknowledge + Ask

"[Name] - saw [milestone/result]. How was it?"

### WAIT FOR THEIR RESPONSE

### MESSAGE 2: Relate + Dig Deeper

"[Acknowledge their answer]. [Relatable comment]. Is it [option A] or [option B]?"

### WAIT FOR THEIR RESPONSE

### MESSAGE 3: Offer Value

"That's exactly what I help riders with. Want me to show you [specific solution]?"

### NEVER:

- ✗ Analyze their performance in first message
- ✗ Tell them what their problem is
- ✗ Sound like a fan reciting their stats
- ✗ Offer assessment in first message
- ✗ Use too much data/specifics upfront

### ALWAYS:

- ✓ Sound like a peer/fellow racer
- ✓ Ask about their experience
- ✓ Let them diagnose their own problem
- ✓ Build rapport before offering solution
- ✓ Be conversational (use emoji occasionally)

