

# The EXACT DM Script My Setter Used To Make \$107,024 In Sales (\$6,421.44 In Personal Commissions As A 21 year old) Last Month

## Student Results / Business Owners

### Who is Abdul-Qawiyy?

- Founder/CEO of DPS LLC, a business consulting firm that helps coaching businesses scale from \$30K → \$100K → \$500K+/mo
  - We've worked with the BIGGEST names in the industry you already know (\$100K+/mo)
    - How to lose weight
    - How to improve productivity
    - How to get better at playing golf
    - How to land brand sponsorships
    - How to do dropshipping (Amazon / Dropshipping / Ebay)
    - How to scale coaching business
    - How to run FB ads
    - How to start agency
- We've also scaled our coaching business from 0 → \$2.5m/mo CASH in less than 15 months @ 85% margins (Profit: \$1.8m-\$2.15m/mo monthly)
- We have an active network of over 2600 coaching businesses that make anywhere from \$50K/mo - \$1.5M/mo that directly pay our firm for consulting to learn how to grow their business.
  - (and also EXCLUSIVELY hire team members - like setters - from our talent pool)
- **NOTE:** This is a paid training, repurposed/refilmed for our audience - if you're already a student in the Paid Setter University™, please check members area for private access links
  - We make our FREE STUFF better than other people's PAID STUFF
  - Reform the education system by giving people alternative ways to get to 6-figures / year WITHOUT \$100K/year in student debt (which is why I'm giving this for FREE)
- **Your Path To \$5-10K/mo Inside The Paid Setter University™**
  - Phase 1 - 30 Day Certification Program
    - **Module 2 - DM Scripts Foundations (we're here right now)**

- Phase 2 - Placement Phase
  - 7-14 Day interview round and placements to get you your dream role.
- Phase 3 - Income Maximization
  - We work with you 1:1 AFTER you get placed, to ensure that you're hitting your income goals and continuously growing

## What is “PAID Setting” (High Ticket Setting)?

- Check slides - first, have to explain how a coaching business works.
- **#1 problem that business owners have?**
  - Not enough booked calls.
    - When my business was booking 5 calls/day, we were @ \$150K/mo
    - When we scaled to 25-30 calls/day (with a team of 5 appointment setters), we hit \$700K/mo
      - The ONLY difference? More calls booked via appointment setters on my team
- **This is where you come in**
  - You function as a “sale rep”, messaging all the prospects within a business owner’s social media account, and your ONLY job is to book sales calls by typing messages on your phone.
- **What you ARE doing:**
  - Following a step-by-step DM script to message prospects with the goal to book qualified prospects onto a closer’s calendar
- **What you are NOT doing:**
  - Ever show your face
  - Ever speak to anyone on the phone / on Zoom
  - Create content / post on social media
  - Spending money on ads (or on ANY capital for that matter)
  - Building complicated websites / funnels

## Foundations Of The DM Script

1. **Three types of leads**
  - a. **20% - Hot** - someone who has “raised their hand” expressing interest in your **acquisition sequence post** (commenting on your keyword CTA) OR PM-ed you directly about your offer
  - b. **60% - Warm** - someone who commented or reacted to your post
  - c. **20% Cold** - someone who accepted your friend request but has never commented/reacted on your posts or reached out to you
2. **Gain permission to DM inbox.**  
 Love (heart emoji), tag, and comment on people’s comments to your posts. Ask them for permission to PM them.

- d. Example - “Awesome, can I send you a pm? :)”
3. **Use common sense and be yourself.** Release the force to book in a call with these people. Talk like you would to a friend.
  4. **Never let the conversation “die” or “end” on your side.** When people talk to you there’s an opportunity for you to build and advance the relationship so take it.
  5. If people ask a lot of questions about how you do x / what you do. **Give a bit of value and propose to jump on a call to go over more detail.**
  6. **Use Feel - Felt - Found framework to show empathy and build rapport.**
    - e. Be interested in the person, not just their business/ situation. Use the **Feel - Felt - Found Framework** (I totally get how you feel...I felt the same way...here’s what I found)
    - f. Example
      - i. Prospect: “Yeah I know what I need to do to lose weight, but just can’t bring myself to do it.”
      - ii. You: “Totally get how you feel. Many of our clients felt the same way when they started working with us. Here’s what we found that helped them breakthrough and hit their weight loss goals..”

## 60% Of Leads - How To Book 6-8 Calls/Day (\$6-8K/mo Income) With The Setter DM Script

### Best Practices

- **Don’t let the conversation drag on.** After a prospect replies to you in DM OR comments on your post, you have the highest chance of converting. Do your best to start the conversation, gain intel, and advance the relationship all in a matter of minutes.
- **Speed is important - respond to hot and warm leads ASAP.** After a prospect replies to you in DM OR comments on your post, you have the highest chance of converting. Do your best to start the conversation, gain intel,

and move the prospect to the next step all in a matter of minutes.

- **Keep your questions concise.** Be direct and to the point with your questions. Avoid asking multiple questions at the same time. No paragraphs or text walls.
- When providing value, **talk about the what & why**, not the how. People are sold on outcomes/results not on the processes. Talk about the macrostrategies and not about the micro steps involved.
  - WHAT FOR FREE
  - HOW FOR FEE.
- **Relate the solution to their problem when proposing a sales call.** When you propose the sales call make sure it fits with the problem and/or desires that they just mentioned.
  - *Example: The person talked about struggling with setting meetings for their agency before.. You: "I have a strategy that helps me set 5-6 meetings on auto-pilot a week for my agency. If you want we can jump on a call and I can take you over it? :D"*
- **3 things you need to uncover before booking a call**
  - Their problem (why, what and when)
  - Their goal (why, what and when)
  - GAP: What they think that's holding them back

## STEP ONE: GAIN PERMISSION TO ENTER DM INBOX.

Reply to their comment with your comment:

*“Awesome, can I send you a pm? :)”*

If they don't respond to your comment in 1-2 hours go ahead and PM them

*“Hey [name] - saw you commented “TERM” on my post*

OR

*“Hey [name] - saw you commented on my post!”*

OR

*“Hey [name] - thanks for reacting to my recent post!”*

*[SEND]*

## **STEP TWO: FRAME THE CONVERSATION**

*“Can I ask you 2-3 questions to better understand your current situation and goals? Just want to make sure that I can help you :)”*

*[SEND]*

### **STEP THREE: FIND THE GAP**

*Note: Ask clarifying questions if answers are not specific or vague (eg. "What have you tried so far?" / "What do you mean with x?")*

#### **Current Situation**

**Acknowledge and empathize with your clients before going to scripted answers. They should feel heard and understood - use 1-2 sentences to respond to their answers before moving on to the next question.**

- *"What do you do or offer for clients and how is it priced?"*
- *"What'd you do/offer for clients and how is it priced? "*
- *"How's your weight loss journey going so far?"*
- *"What kind of business do you got?"*
- *"What do you sell and for how much?"*
- *"If you don't mind me asking, what are you currently doing in revenue?" (\*\*do not ask this question first)*

*[SEND]*

*Ah Love that! [talk 1-2 sentences about it].*

*Let them talk first before moving to the next question.*

#### **Desired Situation**

- *"What do you want to achieve with it?"*
- *"What's your goal for this year?"*
- *"Where do you want to be in revenue in the next 3 months?"*
- *"What are you planning to focus on in the next 3 months?"*
- *"What's the end-goal you are working towards with your marketing agency?"*

[SEND]

*Awesome, [Ask about the why].*

### **Find The Gap (Background // Perceived Challenges)**

- *“What have you tried so far?”*
- *“Have you hired a business coach before?”*
- *“What online courses have you taken?”*
- *“What do you think is the biggest challenge to getting to the XYZ goal?”*
- *“What do you feel is your biggest struggle atm?”*

### **STEP FOUR: GAIN PERMISSION TO PROVIDE INSIGHTS ON GAP**

*“Ah I see, I have worked with XX amount of clients who [have similar situation as they just mentioned] so I can probably share some helpful insights if you’re open to it. “*

[SEND]

### **STEP FIVE: PROVIDE INSIGHTS ON GAP**

#### **Empathize with Current Problem**

**Biz:** *“Totally get that lead flow isn’t good right now and you’re trying to work on Facebook ads...”*

**Weight Loss:** *“Totally get that you know what you need to do but just don’t have time to do it”*

*[SEND]*

### **Reveal REAL Reason Why**

**Biz:** *“I’ve worked with over XXX clients who have struggled with the same challenge. And while that is definitely a problem, what we’ve found is you probably have an offer problem as well.”*

**Weight Loss:** *“Definitely know how you feel. I’ve worked with over XXX clients who have felt the same way. And while that is definitely a problem, what we’ve found is you probably are self-sabotaging because you don’t have a practical plan you can put into action right away.”*

*[SEND]*

### **Reiterate and Tie Down**

**Biz:** *“The truth is, 75% of the success/failure of your lead gen will come down to your offer.”*

**Weight Loss:** *“The truth is, 75% of the success/failure of your weight loss goals will come down following a personalized plan that works for YOU.”*

*[SEND]*



*"If you don't have that right... it's like building your house on a foundation of sand. Make sense?"*

*[SEND]*

If you do this right... they'll start asking you more questions (i.e "well how do I create a good offer?"). This is an opportunity to propose a call.

## **STEP SIX: PROPOSE CALL AND SEND CALENDLY LINK**

*"I got some thoughts...do you have time X date or Y date?"*

OR

*"I see, I actually have a strategy that gives me x result, do you want to jump on a quick call this week so I can take you through it?"*

OR

*Ah I see, I'd actually love to figure out a way together to see how I can help you out to get x.. Would you like to book in a call together?*

OR

*"Gotcha, I have one exact method that brings me x result. Want to jump on a quick call this week so I can help you out with that?"*

[SEND]

Wait for them to say YES

*“You cool if I send my calendar link?”*

[SEND]

Wait for them to say YES

*“Cool man it'll take 30 seconds. I'll wait right here.”*

[SEND]

After they book the call, send them this message to take the pressure off.

*“Sweet! Excited for the call! Any exciting plans for this weekend or just chilling? :)”*

- At this point - Paid Setter University™ students - you'll need to use the **“Post Booking Conversion Maximization Script,”** this is a script that goes over how to send homework videos / testimonials to get the prospect super warmed up and excited before the call.
  - We've seen close rate on the phone go up by 20% because the Certified Setter™ implements this, which has potential to increase your income from 5-6K/mo to \$8-10K/mo
  - Check the members area for this script (not in this document).

## **Objection Busting Script That Our Setter Used To Generate \$415K Cash (\$24,900 in Personal Commissions)**

**OBJECTIVE:** At all times, your business, prospects and audience will throw unexpected opportunities or challenges at you. Learn to recognize opportunities and deal with them the best

way possible to build momentum fast. Here's a short list of common scenarios and what to do in each.

### **Scenario #1: People Try to Pitch You**

**End the conversation and focus on other leads.** You can't "convert" someone with intentions to pitch you into buying from you (how likely is it that you will invest high-ticket when you're prospecting?). Conserve your time & energy on good leads that are already looking or open to receive your services.

### **Scenario #2: "I want to start in 3 months..."**

**Send a voice note to jump on a call this week** so they can get a feel for you as a coach instead of waiting for 3 months to find out.

*Example Voice Note: "Hey name, of course no pressure at all. I was thinking if you want to start in 3 months time we can still have a call this week just to go over exactly what I do and if I can help you in the first place. Then at least you know what you're working towards. Again, no pressure, just want to make sure you're moving in the right direction as fast as possible."*

### **Scenario #3: "I'm working with another coach..."**

Find out when they started and if they got the results they expected when they signed up for that coach. If not, propose to get on a call with them to help them move forward. Have a call like any other. If they are keen on working with you, propose they cancel the other payment installment. If people have not booked results yet with their current program or coach, there's a massive opportunity for you to help them so help them make the right choices for themselves and their business.

*Example: "Hey, that's amazing! Congrats on investing in yourself!"*

*[SEND]*

*"How do you like their program so far?"*

*Proceed to ask about if they got the results they expected by this time yet etc.*

#### **Scenario #4: "What's different about you compared to other coaches?"**

This is really not a plug-and-play answer. It depends on the information you have from the person to make sure anything you say will please them and is not something they've been burned on before.

Your best bet is to go back to the convo and phrase it in their benefit around how you will solve their biggest pain points that they've been sharing with you. BUT if you don't know.. the safest move you can make is to shift it back to guarantee to be helping them until they have results.

*Example: "I mean the biggest thing always really is for me to build a relationship as that's more valuable than anything."*

*[SEND]*

*"I noticed there are lots of "big" programs out there that do really well but where people end up like a "number" instead of genuine support and help."*

[SEND]

*“So instead of giving you methods, information or strategies I genuinely want to make sure you’re going to move the needle by helping you execute.”*

[SEND]

*“Execution = Results.”*

[SEND]

*“So not just being your coach but also making you a valued friend who I will give guaranteed help until you have those results you signed up for!”*

### **Scenario #5: “What’s your pricing like?”**

Be direct with the price by giving a range. It’s good because if they book in after you mentioned the price they won’t give you price objections. If not, it saves you a sales call with someone that can’t invest. Use your lowest payment plan option and highest price point as the range.

*Example: “It’s tough to give you an exact price because we’d need to jump on a strategy session for me to see what exactly you need. I have programs that range from \$10,000 all the way to \$25000+ depending on what you need :)”*

*But most importantly, we never want money to be the reason why someone can’t get started because I’m in the business of changing lives.*

*More than happy to walk you through it on a call. Are you free for call later this week?*

#### **Scenario #6: “Can you send me your website / more information first?”**

This is good, they like you as a person already and now need more info to consider working with you.

Explain why you don't have a website and find out what type of information they like to have. You can send that information or resources about it to them on messenger then.

*Example: “I don't have a website at the moment as I'm using Facebook mainly for my business. What kind of information would you like to see? :).”*

Alternatively, you can say it's better for them to explain it on a call..

*“I'm happy to talk about it here but it depends on where you currently are to see what will help you the most atm”*

*[SEND]*

*“Regardless of whether you become a client or not, I'd love to see if I can give you some direction with x problem you just mentioned on a quick call so you can move forward! :)”*

#### **Scenario #7: “Can you show me your client testimonials first?”**

This is good as they are seriously thinking about investing in you but need more assurance that it will be the right decision as they are afraid that they might not get results.

1. If you have client testimonials, send them over.
2. Alternatively, propose to connect them with any of your clients. You can then create a chat with one of your clients where you will introduce one another and let them sort the rest.
3. If you don't have testimonials, explain it by directing it to your authority in the industry:

*Example: "I'm actually just starting out with my exclusive 1-on-1 mentorship! I'm running my own agency full-time and I noticed there are lots of "guru's" who have never scaled an agency lol."*

*[SEND]*

*"So I'm going to start this with a limited number of people to give them real insight and hands-on mentorship on how I'm running my own \$10k/mo agency and help them until they achieve the same."*

*Example 2: "I'm actually just starting out with my exclusive 1-on-1 mentorship! I've been in the peak performance industry for more than 3+ years"*

*[SEND]*

*“So I’m going to start this program with a limited number of people to give them real insight and hands-on mentorship on the exact methods that entrepreneurs like him are using until they succeed with it :). Would love to have you in!”*

### **Scenario #8: “I have to wait until I have money to invest.”**

Great! They are looking to invest just not now.

Ask them when they think they have the money and how they plan to save money to invest. Based on their answer you can still have a call. If it takes 2+ months, propose to stay in touch on messenger and they can ask any questions they have here if it takes a couple of months for them to have resources.

Negative → Positive → Ask.

*Example: “No worries! Appreciate the transparency :) When do you think you have finances available to invest back into yourself and your business?”*

### **Scenario #9: When the conversation is going great but off-track..**

Congrats! They like you or else they would not have this conversation with you!

Be direct with the question how they would find it if you would coach them and then book a call to go over the details.



*Example: Also [name], I've been meaning to ask you something as I've been seeing the quality of questions you've been asking and you wanting to make this work!*

*[SEND]*

*I think it'd be great to work together as a coach next to you! How do you feel about that?*

*[SEND]*

*The biggest thing for me always is to build a relationship as that's more valuable than anything*

*[SEND]*

*so not just being your coach but also making you a valued friend!*

*To apply for Paid Setter University PSU , visit [www.thepaidsetter.com/apply-for-a-slot1679242263861](http://www.thepaidsetter.com/apply-for-a-slot1679242263861)*

Did you know that your phone can do more than just text and call? It can also make you money!

Paid Setter University is offering regular people like you the unique opportunity to make an extra \$5,000-\$10,000 a month just by sending DMs and chatting with people on behalf of business owners.

***No technical skills required!*** All you need is a phone, internet access, and training from Paid Setter University.

Ready to turn your phone into a money-making machine? **[Book a call with us today and start earning money from the comfort of your own home.](#)**