

# INSTAGRAM DM / FACEBOOK DM

**1. FOLLOW THE PAGE / ADD THEM AS A FRIEND**

**2. ENGAGE WITH THEIR CONTENT (LIKE 3 PICTURES, COMMENT ON THEIR POSTS, ETC)**

**3. TAKE A SCREENSHOT OF ONE OF THEIR POSTS AND SEND IT TO THEM IN A MESSAGE + COMPLIMENT THEM**

*(attach video or post)*

*Hey {Joel}, really loved this video. I think more people should be thinking about their ads this way. Honestly crazy that most people don't.*

**4. WAIT FOR A RESPONSE THEN ASK A QUESTION**

*{By the way, do you guys do TikTok ads?}*

**5. ONCE YOU GET A RESPONSE, DROP YOUR OFFER**

*"Awesome - well I know this is completely off base we're actually looking for a course creator to partner with. Got a crazy offer we're running. We'll get you unlimited course sales for free for the next 30 days. Worth a chat you think?"*