

Conversational DMs

If you have ANY form of audience (from 100-500,000) followers, you can make a full time income from mastering the art of the DM. Some freelancers live off of cold emails and DMs. I don't necessarily recommend doing it full-time, but it's possible. Before you do this, your profile should be as optimized as it can. Here is what you need:



1) Somebody to DM

These are people that have similar interests as you but are 1-2 steps behind you in their journey of solving problems within that realm. Make sure you are keeping an eye out for people that fit the bill. You can find these people:

- In replies, likes, retweets, story shares, DMs, or any other form of engagement with you
- In the engagement sections of other people that engage with similar interests
- In the “following” or “followers” section of accounts that have similar interests

Literally anyone that shows up on your screen that you can infer has an interest in an area that you can help them with

In terms of inbound and outbound DMs — you should already be attracting the right people that align with your Domain Of Mastery (people you can help), but we will dive a bit more in-depth in the next modules (Laser Beam Content).

When you post social proof or authority posts, you may receive a few inbound DMs for help (this is unlikely if you have a very small audience). There are tactics to this which we will discuss when we talk about promotions.

What you can do for the time being is DM 1-5 people every day that engage with your posts that are actionable, educational, or imply that the person engaging is interested in that topic*. The best people to DM are the ones that retweet or reply, because that implies that they resonated with the content more. “Likes” work as well but that would take a LOT of DMs.

2. A high ticket offer (or any offer)



- Coaching
- Freelancing
- Consulting
- High ticket course or cohort
- Tutoring or skill mentorship



If you do not have an offer and are just starting out — that's fine, you should be using these tactics as a way to give out free advice and validate your potential offer and get testimonials.

You can either practice your sales skills with a minimum viable offer and make an amount of cash directly proportional to the effort you put in (until your audience gets larger), or just run people through your teachings for free.

3. An extremely simple funnel

- Landing page (optional) - To have social proof and other information before sending them to the questionnaire.
- Qualifying questionnaire - to filter out qualified from unqualified before you spend time on a call with them.
- You can use your website software, Jotform, or Google forms for this (Calendly also has the ability to add questions.)
- Scheduling software (I.E. Calendly) - to reach out to them after the questionnaire to get them on a call with you.

We will discuss more complex funnels in the future, but until you have an offer that you can commit to for a potential 2-3 years, then it's not worth your time to build it out.

No crazy webinar funnels, no ads.

Your entire purpose with Conversational DMs is to hit some pain points, offer help, and have them schedule a strategy call with you.

It really is that simple. Do. Not. Over. Think. It. PLEASE.



It will be difficult NOT to overthink it of course. This system makes it sound easy. It's not. It takes time and effort just like every other thing in life.

Please do not tell me this method does not work until you send 100 DMs minimum. Even then I would aim for 300-500 over the course of 3 months until your offer is irresistible.



My buddy Devin McDermott followed this system, talked to someone with porn addiction (most people), got him on a call and charged \$375 per hour for coaching without a crazy offer or previous experience. Now, after some time and iteration, he has a full-fledged program, automated processes for landing \$3-5000 clients, and moved out of his draining environment to go live in Columbia. He is healthier than ever living with the girl he met there. His story is insane... all because he committed to sending some DMs.

This is one story of many that I have from consulting others at the beginning of my Twitter journey. It can be as simple as being able to solve a problem and pulling a value-based price out of your ass for a MVO that you created on the spot lol.

You don't HAVE to have an extremely high ticket offer to do this, but it is better to have multiple offers in place (an offer stack, or highly flexible offer) so you can start high and work your way down for those that can't afford your full-blown offer.

This will come with time, but you have to understand that I am trying to make this make sense to people with many different offers.

On Mindset

Humans are humans.

Think back to you buying this program, did I seem scammy? Did this program solve a huge problem for you? No matter how "normal" all of this stuff is to me right now?

You are selling to people that have *not* done what you have done — and if they have — they are not confident in their actions, just like you.

How many books on the same topic have you read? What about YouTube videos on the same topic? I would not worry about selling something that is normal to you, but others have not taken the time that you have to figure it out. You are becoming the person that people read repetitively because they love that interest.



Sales is not scammy if your service will help someone solve their issue.

You know more than you think.

You can help someone solve a \$10,000 problem. You really can. Right now with the knowledge inside your head. It's just about practice until you uncover the best way to package up and deliver that information in a way that resonates with people.



The DM Script

Below you will find a script to use to turn random people on the internet into a few thousand dollars (while also transforming their life for the better).

This script is not set in stone. You will have to use your judgment when going through this.

Don't think of this as a script. Think of it as a 7 Step Framework. Seriously, use your own tone of voice with this. Talk like you are having a conversation over text. People are tired of the lifeless professionalism. Use your own voice.

Note: After EVERY SINGLE ONE of these messages — if they do not respond within 24 hours, reply with a check-in message.

Example: *"Hey _____, bumping this up."*

Even better, use some humor and self-awareness: *"Hey _____, this is a terrible and possibly annoying follow-up message, but I wanted to see if you took a look at my terrible and possibly annoying cold DM."*

I would also highly recommend something similar to the Non-Needy Networking process. If the conversation starts and then dies out, send them a resource that reminded you of that conversation or that you think can help them.

Some people won't respond, this is why follow-ups are necessary.

The real money is made in the follow-ups. (Remember this for email sequences as well in the next modules).

Let's dive in.

1) Initial message (Outbound to someone who engaged with you).

Hey _____, thanks for the retweet my dude. I'm curious what resonated with you? (Market research and what not you know haha).



This message can be anything really. Except for "hi," don't do that.

Another great reframe for this (and approaching people in real life). Is to be genuinely interested in what they are building and who they are. This is also the importance of defining "who you can help the most" over time, someone you would WANT to work with.

If they sent YOU a DM first, reply to their message and transition into the next steps.

Add Firepower To This Step:

Send a 1-2 minute video message talking directly to them (we will talk more about this in alternate DM methods).

Send a voice message if possible.

The more you can personalize this message - the better.

2) Transition

That's awesome, I'm glad it could have an impact. What are the next moves for [what they are interested in]?

Here we transition into a qualifying question and find out where they want to be (their goals).


You should be able to tell if they can afford your services based on what they tell you from this question. Some will give you more backstory than others. If you can and the opportunity presents itself, ask what they do for work or what they are building.

3) Roadblock

[Comment on their goals], I've helped a good amount of people with [your relevant interest] in that space. What's your biggest sticking point so far?



This is where things start to get tricky and individual. The pivot to offering help while still showing that you respect your own time is crucial. If thoughts about them not being able to afford it pop into your head, think about how you would respond.

In my experience, most people are willing to pay. Remember the law of reciprocity. People will feel like they owe you a favor, even if your favor was as small as a good conversation. 

4) Clarify

If you think you can help, ask the questions necessary to find out what the problem actually is. This is individual and interest-based, but ask questions that help you understand all of the pieces that go into that problem.

If the problem is “My mind has been pretty foggy lately” and you have a self-improvement offer, dig deeper.

You can ask, *“What have you been eating on a daily basis?”*

Then you can ask, *“How does your sleep look? Been getting to bed on time?”*

Then you can ask, *“Is there anything in your daily or social life that could be zapping your energy?”*

This could lead to them telling you about their nagging wife (lol), too many people trying to reach out to them, or spending too much time on social media.

Boom, do you see how many problems you could solve with this? This could serve as firepower for a part of your course, consulting offer, maybe a focus app, an entire book! This is why DMs, calls, and having long thought-provoking talks with your audience is so important.

Then you can ask, *“Have you done anything to try and fix it yourself?”*

Asking questions not only makes you more interesting, it makes you look like you know what you are talking about, even when you haven’t given them any advice yet.

Again, this is how we raise their level of awareness and make them realize you can solve their problems.



Your job isn't to agitate the problem through pressure. Your job is to make them realize on their own that the problem may be branching into multiple areas of their life. This makes them want to solve it.

5) Offer Help



[Acknowledge], I've actually implemented this system that may be able to help you. Would you be up for a call and I can tell you what it's all about?

There are a few routes you can take here. You can probably start to see how dynamic this is. We are trying to simulate a human conversation with one framework that could have a million different outcomes.

With the response above, you can offer to help them for free and ask if they want to learn more about your MVO at the end of the call.

If you are confident in your offer, you can say:

I offer a pack of 4 calls that would run you through my system, help with accountability, and hopefully solve the problem for good. Is that something you'd be up for hearing more about? Happy to schedule a call, get to know each other, and see if it would help. If it won't, I'm happy to help in any way I can without payment. Always happy to just connect.

6) Send Calendar Link Or Intake Questionnaire

For the time being (where we are at in the curriculum) just send your Calendly link and ask if any of those times work for them.

When your offer is fleshed out and you are ready to start building out a more complex funnel, you'll be sending an Intake Questionnaire first to reduce friction on inquiring about your work. That will become the first step in your funnel that can be included on your landing page, in emails, and even in your bio link if you'd like.

Read through the questionnaire answers, ask the prospect more questions if you have to, and use your judgment on whether or not you actually want to take the call.

I wouldn't be too picky at first, but don't let that lack of pickyness become habit. At some point you will have to limit who you work with.



If you are new to this — take as many calls as you can and just offer free advice. Give them actionable steps to fixing their situation. A few of them might even sign on with you, or at least come back to you when they are ready.

7) Follow Up



If you talk to any cold outreach expert they will tell you the money is made in the follow-ups.

Here is a good schedule for sending follow-ups.

- **First 2 followups:** spaced 2 days apart after the initial message.
- **Next 2 followups:** spaced apart 1 week after previous follow-ups.
- **Next 2 followups:** spaced apart 2 weeks after previous follow-ups.

It would look like this:

- Initial message sent
- Follow-up 2 days after
- Follow-up 2 days after that
- Follow-up 1 week after that
- Follow-up 1 week after that
- Follow-up 2 weeks after that
- Follow-up 2 weeks after that

What do you follow up with?

Similar to the Non-Needy Networking process, a resource related to the conversation you had with them.

If you did not have much of a conversation with them, follow up with a relevant question or just say:



"Yo yo, hope you're having an incredible Monday, let me know if there's anything I can do for you this week relating to [problem you can help solve related to interest]!"

Differences In Perceived Authority



Throughout my journey, I've continued to put more and more of an emphasis on audience building and the 3 pillars of social leverage.

Human nature is a real thing. People *will* look at your profile and judge you by the amount of followers you have. I can almost guarantee that someone would rather pay me for something as "out there" as plumbing than they would a plumbing specialist that only has 200 followers.

People blindly trust those that have a good perceived reputation.

Why am I telling you this?

Because I see way, too, many, people get trapped in a cycle of only trying to make money. That motive gets in the way of their ability to make money. People can smell your neediness more than you can. You are almost always better off making audience-building your prime focus and reaching out with the intention of helping someone else.

That will always always always lead to more money, feeling good about your actions, and helping the most people (what goes around comes around).

Not to mention, you aren't ONLY DMing people for an instant transaction. Most consultants and freelancers (after some time) live off of referrals. Your goal with both DMs and audience building is to tell as many people as possible what you do, who you can help, and how you can help them.

The internet will spread your message.



Previous Lesson:
The Sales Process



Next Lesson:
High Ticket Outreach



Ideating & Outlining A Project

Getting Started With Marketing

More Marketing Firepower

The Godfather Offer

Action Steps



Module 7

Making A Living Without Followers

0/6



The Sales Process

Conversational DMs

High Ticket Outreach

Qualification

Conversational Sales Call

Onboarding & Offboarding



Module 8

Creating Your Own Customers

0/6



Your Education System

Synthesizing Knowledge