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Instagram DM Scripts That Convert

Battle-tested copy-paste messages used by 6-7 figure
earners
to book appointments and close deals through Instagram
DMs

TOTAL VALUE

\$197

Welcome to Your DM Arsenal

You're not getting generic templates written by someone who's never closed a deal in their life. These are **battle-tested conversation starters** used by top-producing agents and entrepreneurs who close 6-7 figures annually through Instagram DMs.

Here's what makes these different: They don't sound like a robot wrote them. They're conversational, human, and laser-focused on building genuine relationships – not just pitching products or services.



THE GOLDEN RULE

Personalization is EVERYTHING. Replace [NAME], [LOCATION], and [DETAIL] with actual information from their profile. The 3 minutes you spend customizing each message will 10x your response rate. Generic messages get ignored. Personal messages start conversations.

What's Inside This Guide:

Section 1: Cold Outreach (Scripts 1-20)

Break the ice with complete strangers who fit your ideal client profile. These openers get responses without sounding salesy or desperate.

Section 2: Warm Leads (Scripts 21-40)

Follow up with people who already engaged with your content. Turn likes, comments, and story views into real conversations.

Section 3: Objection Handling (Scripts 41-60)

Turn "not right now" into "let's talk." Handle every objection with grace and move the conversation forward.

Section 4: Booking Appointments (Scripts 61-75)

Get them on your calendar without being pushy. Make scheduling feel natural and frictionless.

Section 5: Closing Messages (Scripts 76-89)

Seal the deal and get commitments. Move from conversation to conversion with confidence.



SECTION 1: COLD OUTREACH (1-20)

1 The Compliment Opener

Hey [NAME]! Just came across your profile and had to reach out – love what you're doing with [SPECIFIC DETAIL]. Are you based in [LOCATION]? Always looking to connect with cool people in the area 🏡

Why it works: *Specific compliment + local connection = instant rapport. Not salesy at all.*

2 The Local Connection

Hey! Noticed you're in [LOCATION] – same here! How long have you been in the area? I'm always curious about what brings people to our neighborhood 😊

Why it works: *Geographic proximity creates instant common ground. People love talking about their neighborhood.*

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The Content Reactor

Just saw your post about [TOPIC] – this is SO true! Quick question: have you been living in [AREA] long? Your content gives me major local vibes



Why it works: Shows you actually looked at their content, not mass DMing. Engagement first, ask second.

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The Mutual Interest

Hey [NAME]! Saw you're into [HOBBY/INTEREST] – same here! Are you currently renting or do you own in [LOCATION]? Always love connecting with fellow [HOBBY] fans in the area 🏠

Why it works: Shared interest first, housing status naturally woven in. Doesn't feel like an interrogation.

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The Neighborhood Expert

Hey! I help people in [NEIGHBORHOOD] find their dream homes. Saw you're local – are you loving the area or thinking about a change? No pressure, just genuinely curious! 😊

Why it works: Direct but friendly. "No pressure" disarms resistance and invites honest answers.

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The Story React

Loved your story about [TOPIC]! Random question – are you originally from [CITY] or did you move here? I'm always fascinated by people's stories of how they ended up where they are 🗺️

Why it works: People love talking about themselves. Opens door to deeper conversation naturally.

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The Relocation Opener

Hey [NAME]! Noticed you might be new to [AREA] (or maybe I'm wrong 🤔). If you are, how are you liking it so far? I'm a local and happy to share my favorite spots if you want recs!

Why it works: Helpful, not salesy. Builds trust before any pitch. Positions you as a local resource.

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The Direct Professional

Hi [NAME], I'm a real estate agent in [AREA] and I love connecting with locals. Not pitching you anything – just wanted to say if you ever have questions about the market or need advice, I'm here! 🏠

Why it works: *Transparency builds trust. "Not pitching" lowers defenses and makes you approachable.*

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The Market Update Angle

Hey! Just saw home values in [NEIGHBORHOOD] jumped 12% this quarter 📈 Are you a homeowner in the area? Curious if you've noticed the market heating up!

Why it works: *Data first, personal question second. Shows expertise while starting conversation.*

OMG your [DOG/CAT] is adorable! 🥰 Are you in [AREA]? I specialize in helping pet owners find homes with great yards/pet amenities. Your [PET NAME] deserves the best!

Why it works: *Pet people LOVE talking about their pets. Creates instant warmth and emotional connection.*



SECTION 2: WARM LEADS (21-40)

21 The Content Engager

Thanks for engaging with my post! 🙏 Quick question – are you currently looking for a place or just keeping tabs on the market? Either way, I share market updates weekly if you want to stay in the loop!

Why it works: Acknowledges engagement first, qualifies interest without pressure, offers value.

22 The Listing Reactor

Saw you liked my listing at [ADDRESS]! Are you looking in that area? I actually have 3 more properties coming this week that aren't posted yet. Want a sneak peek? 👁️

Why it works: Exclusivity + urgency. They engaged first, so you're not cold approaching.

Thanks for the story reply! Are you actively looking or more in the "casually browsing" phase? No judgment either way – I can help with both 😊 What type of place interests you most?

Why it works: *Qualifies their intent while keeping door open. Makes both options feel valid.*



SECTION 3: OBJECTION HANDLING (41-60)

41 "Not Right Now"

Totally get it! When do you think you might be ready? I'll check back then. And hey – even if plans change, I'm here. Zero pressure, just wanna be helpful when the timing IS right 👍

Why it works: *Respects timing, keeps door open, sets follow-up expectation without being pushy.*

42 "Already Have an Agent"

Love that! Good agents are everything. Quick Q though – are they local to [AREA]? Sometimes having someone who REALLY knows the neighborhood inside-out makes a huge difference. Just food for thought!

Why it works: *Plants seed of doubt respectfully, offers alternative perspective without bashing competition.*

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"Can't Afford Right Now"

I hear you! Here's the thing – most people think they can't afford more than they actually can. Would you be open to a quick chat with my lender? Zero obligation, but you might be surprised. Worth 15 minutes?

Why it works: *Challenges assumption gently, offers solution, emphasizes low time commitment.*

61 The Calendar Link

Let's hop on a quick 15-min call to go over what you're looking for. Easier than texting back and forth 😊 Here's my calendar: [LINK]. Pick any time that works for you!

Why it works: *Makes booking frictionless, respects their time, emphasizes brevity (15 min).*

62 The Coffee Meeting

Want to grab coffee this week? I find it's way easier to understand what you're looking for face-to-face (plus, good excuse for caffeine ☕). [COFFEE SHOP] Tuesday at 10am or Wednesday at 2pm?

Why it works: *Casual setting reduces pressure, gives specific options (easier to say yes), coffee is low-commitment.*

Can't make it in person? I can FaceTime you during a showing. I'll be your eyes – you tell me what to look at. It's like you're there without leaving your couch. Tomorrow at [TIME] work?

Why it works: *Removes barrier of physical presence, shows flexibility, demonstrates modern approach.*



SECTION 5: CLOSING MESSAGES (76-89)

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The Offer Push

You love it. I love it. Let's write an offer. What's your max you'd go? I'll draft everything tonight and we can submit first thing tomorrow. Time to make this yours! 🎉

Why it works: Assumes the sale, creates momentum, gives clear next steps, builds excitement.

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The Counter Strategy

Seller countered at [PRICE]. It's above your budget, but honestly? I think we can meet in the middle. Want to counter back at [PRICE]? I've seen this dance work 100 times. Trust me on this one 🤝

Why it works: Shows negotiation expertise, builds confidence, demonstrates experience.

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The Multiple Offer Warning

FYI – there are 3 other offers on this property. If you want it, we need to go STRONG. I'm talking clean offer, quick close, maybe above asking. You in or should we walk?

Why it works: *Urgency + competitive pressure + binary choice forces decision.*

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The Anniversary Message

Happy 1-year homeownership anniversary! 🎉 Can you believe it's been a year? Hope you're loving [ADDRESS]. Thanks again for trusting me with such a big decision. If you ever need anything, I'm just a text away!

Why it works: *Personal touch, keeps relationship warm for future referrals, shows you care long-term.*



THE ULTIMATE SECRET

The best DM is the one that sounds like **YOU**. These scripts are your foundation – but you need to customize them with your personality, your market knowledge, and your genuine care for clients. That's what actually converts. Not the perfect words, but the real human connection behind them. People can smell fake from a mile away. Be authentic, be helpful, and be consistent.

You've Got This!

Now get out there and start building real relationships that turn into real revenue.

Remember: Every "no" is just practice for the next "yes"

Questions? Connect with us on Instagram

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