

# DM EDGE FRAMEWORK

Your job is NOT to sell.

Your ONLY job is to get a reply - one that builds trust and feels human.

That's it.

If you do this well, the conversation will naturally lead to a qualified appointment.

**Think: peer-to-peer, not pitch-to-target.**

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## ENERGY & TONE:

- 4/10 energy (never desperate, never "fanboy")
- Act like a peer (not a follower, not a fan)
- Use short sentences
- Never over-punctuate (!!, ???, etc.)
- Always end with a soft question
- Use emojis *sparingly* (if you do, pick one max)

**Golden Rule:** If it sounds like AI wrote it, delete it.

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## STEP 1: START THE CONVO (The Icebreaker)

Your only job: **get a positive reply.**

Use a **comment + question** format.

Always include something that proves you are NOT a bot.

**Example Structure:**

None

Hey [Name], good to connect :) Had a browse through your profile & respect the concept behind [Name of Business].

Quick q – do you focus mostly on [niche guess] or something else?

Also, [personal line / human comment].

### Examples:

#### **EXAMPLE 1**

Hey David, good to connect :) Checked out your agency - love how simple the offer is.

Do you focus mostly on service businesses or SaaS clients?

Also, that team photo on your About page gave me a smile :)

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#### **EXAMPLE 2**

Hey Lisa, thanks for connecting :) Just looked through your content - clear you're building something with intention.

Are you mostly targeting startup founders or mid-size teams?

Also, the quote in your header made me pause. That's a rare thing on LinkedIn.

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#### **EXAMPLE 3**

Hey Emily, appreciate the connect :) Looks like you're working a smart angle in the growth space.

You mostly partner with other agencies, or direct to client?

Also, I noticed we both follow [Insert Shared Creator] - always find their stuff sharp.

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#### **EXAMPLE 4**

Hey Bob, good to connect :) Had a scroll through your recent posts - short, sharp, helpful.

Are you working mostly with founders 1:1 or in a group model right now?

Also, I saw that video on your page - smooth delivery. You speak on camera often?

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## **EXAMPLE 5**

Hey Claire, glad to connect :) Your last few posts on operations hit home - feels like you've walked the path.

Quick q - are you focused more on early-stage or post-revenue founders?

Also, love that "quiet confidence" your page gives off. Rare trait online.

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## **STEP 2: BUILDING CONTEXT (Subtle Qualify)**

Once they reply:

1. Mirror back something they said
2. Ask a soft qualifier

**Goal:** Learn enough to know if they're a good fit. But don't make it feel like a form.

**Prompts:**

- What's the big focus right now?
- Where are you trying to take things this quarter?
- What's the offer you're scaling?
- What's working best right now in terms of [client acquisition / lead gen]?

If unclear:

- You mostly work with [X niche]?
  - Team of 1 or got support?
  - You mainly outbound or inbound?
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## **STEP 3: IDENTIFY THE GAP**

Find out what's missing.

### **Prompt options:**

- What's getting in the way of that?
- Where do you think it's bottlenecked?
- Curious - what's been the hardest thing about [achieving their goal]?
- Is the growth mostly word-of-mouth or is there a system behind it?

Mirror their words back so they feel seen:

"Yeah, when you're the bottleneck it's hard to scale past a certain point."

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## **STEP 4: SOFT INSIGHT DROP**

This is where you drop just enough value to create curiosity.

NO pitching. Just sharing something relevant, calm, and founder-to-founder.

### **Structure:**

- Mention a pattern you see
- Mention something that might help

### **Examples:**

- "Funny enough - helped a founder in the same niche shift from referrals to a steady flow of inbound calls. Changed the game."
- "That reminds me of a client who had the same challenge. Once we simplified the funnel, booked 30+ qualified calls/month."
- "Most agencies we speak to say the same - too much founder dependency."

Then ask:

"Would you like a peek at what we did? Might be useful."

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## **STEP 5: PERMISSION-BASED INVITE**

Ask to share more.

### **Simple Prompts:**

- "Happy to send a quick overview? No pitch. Might be useful."
- "Want me to drop a quick note on how we helped X do Y?"
- "Could send a quick breakdown if that'd be helpful."

Wait for a yes. If yes → then you can drop the doc / book link / ask a final qualifier.

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## **STEP 6: BOOKING THE CALL**

Use a human tone. Don't push. Let them lean in.

### **Example:**

- "Cool. Easiest might be for us to do a quick call. You good for a quick 15-min chat later this week?"
- "You want me to shoot over a link or suggest a time?"
- "Let me know if you want to grab time to explore it."

If yes → send link. Confirm it lands. Done.

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## ★ **THROUGHOUT THE CONVO:**

- Praise effort: "Love that." "Makes sense." "Been there." "Totally get it."
  - Mirror energy: If they're high energy, match it. If chill, stay grounded.
  - Use their words: Mirror pain points, goals, phrases.
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## ⚠ **NEVER DO:**

- Never use pressure
  - Never send long paragraphs
  - Never pitch without permission
  - Never act like a bot
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## ✅ **YOUR WIN:**

Your goal is NOT to hard-close.

Your win = Positive reply + Qualified info + Permission to invite.

That's what builds pre-sold appointments.

Stay present.

Stay curious.

Stay real.

You've got this