**🧠 Growth AI Academy – Inbound DM System (100% Value-Based, No Selling)**

**🎯 Lead Type Framework**

| **Lead Type** | **What They Say** | **What They're Actually Asking** | **What You Should Do** |
| --- | --- | --- | --- |
| Cold Lead | "AI", "Roadmap", "Interested" | “Is there hope for someone like me?” | Reassure, inspire, open a warm convo |
| Curious Lead | "Can I learn this without coding?" | “I’m scared I won’t be smart enough” | Encourage, simplify, invite low-risk action |
| Warm Lead | "Tell me more" | “I want this, but I need clarity before I commit” | Empathize, guide, offer a next best step |
| Hot Lead | "How do I join?" / "I’m ready" | “Make it easy. Don’t complicate this for me.” | Confirm, celebrate, assist with onboarding |

**💬 DM Templates (No Mention of Offers, Just Transformation)**

**1. 🧊 Cold Lead**

**Trigger:** Commented “AI”, “Interested”, or “Roadmap”

Hey [Name]! 👋

Just sent you the roadmap — it’s something we created for people who want to break into Data & AI without feeling lost or overwhelmed.

Most of the people we work with don’t come from tech — and that’s what makes it so fulfilling when they start building dashboards, automating tasks, and getting noticed by recruiters.

Out of curiosity — what inspired you to start exploring AI now?

👉 *Subtle goal:* Start the “why” conversation — not the “what we sell” one.

**2. 🤔 Curious Lead**

**Trigger:** “Can I do this without coding?” or “Is this for someone like me?”

Absolutely, [Name] — most of the learners we support felt the same way at the start.

What we really focus on is helping you build confidence \*through clarity\*. You’ll learn the tools step-by-step — but more importantly, you’ll learn how to \*\*think\*\* like a data problem-solver.

Whether you’re from teaching, dentistry, or HR — it’s not about background, it’s about getting guided in the right direction.

Want to see an example of something one of our students built in Week 2?

👉 *Subtle goal:* Build belief and let them *ask* for the next step.

**3. 🔥 Warm Lead**

**Trigger:** “Tell me more” / “How does this help?” / “What do you do?”

Love that you're exploring this seriously, [Name].

We help people who are tired of guessing their way through tutorials or YouTube chaos — and guide them to build real, job-focused AI and data projects, even if they’ve never touched code before.

It’s all about building confidence through clarity, community, and consistency.

Want me to walk you through how we support someone like you, based on where you’re at right now?

👉 *Subtle goal:* Position yourself as a mentor — not a course seller.

**4. 🎯 Hot Lead**

**Trigger:** “I’m ready to start” / “How do I join?”

That’s incredible to hear, [Name]! 🙌

This is the kind of moment we love — when someone decides to take action on something that’s felt stuck for too long.

Let’s make this super smooth. I’ll personally help you get everything set up so you feel supported right from Day 1.

Mind if I ask: What’s the biggest change you’re hoping to create in the next 3 months?

👉 *Subtle goal:* Frame this as a **personal transformation**, not a transaction.

**🧠 Optional Add-On Questions (Use in Any DM)**

Drop 1–2 of these into the flow to humanize:

* “What’s your current work situation like?”
* “Have you ever tried learning something like this before?”
* “If you had full confidence in this space — what would you love to be doing a year from now?”

These shift the convo toward *dreams* — not discounts.

**✅ Want This As:**

* Copy-paste script bank?
* Google Sheet CRM?
* Autoresponder for weekends?
* VA/Team-ready Notion workflow?

Just say the word. I’ll format it into whatever you need to scale it.