

It Goes Down in the DM

HOW TO CONNECT, MANAGE + SELL IN YOUR DIRECT MESSAGES

Review: How to Get to the DM

- ▶ Identifying your ideal client + what you help them with
 - ▶ What are you best at? What is their current struggle?
- ▶ Attraction Marketing:
 - ▶ Sharing STORIES that connect
 - ▶ Sharing SOLUTIONS that help
 - ▶ Sharing SERVICES you have available
- ▶ Consistent calls to action
- ▶ Application in bio
- ▶ Clear 1:1 coaching offer crafted (*name it* so it's a thing?)
- ▶ Urgency + scarcity

Possible Responses

Request for general health/fitness info:

- ▶ Long explanation of struggle + “Any tips?”
- ▶ Question/clarification about a post
- ▶ Wants coaching advice

Suggested protocol:

1. Ask clarifying questions, get to the bottom of what they need/struggling with
2. Reference the fact that the answer is nuanced and “it depends”
3. Mention the need for more individualized work to uncover the solution
4. Move to CTA for a quick call to “see where they’re at with things” – see phone invite protocol

What do you do if the person “wants free coaching?”

Possible Responses

Ambiguous interest:

- ▶ “That’s me!”
- ▶ “Ugh, I definitely need to be better about that!”
- ▶ Thumbs up, leaves a comment, etc.

Suggested protocol:

- ▶ Reach out
- ▶ Ask questions about them as a person
- ▶ When time is right, ask clarifying questions about their struggle
- ▶ May or may not be appropriate to move to phone invite
 - ▶ If not, send to free resource to capture email or not

Possible Responses

Direct interest or specific questions:

- ▶ "I'm interested."
- ▶ Application comes in
- ▶ "How much is it?"

Suggested protocol:

- ▶ Move to phone invite ASAP – see protocol
- ▶ If "how much is it?" – share that "it really depends on exactly what you need and where you're at with things, some people need more support, others less." Then move to phone invite

Transition into the Sale → Phone Invite Protocol

- ▶ "I can definitely help you with that."
- ▶ "That's actually exactly what I do." OR "That's exactly what I help my clients with, they're just like you."

Make an appointment to get on the phone with the least amount of steps possible:

- ▶ "Cool, so honestly the best way to see where you're at with things is to jump on the phone real quick. That way, you can tell me what's going on and we can talk about what you might need. I have a few minutes tomorrow at 10am or 2pm - which one works best for you?"
- ▶ Give TWO time options – not 1, and not 3
- ▶ Time offered should be within the next 24-36 hours if possible
- ▶ Sometimes I'll give my cell # in that original message and say, "Gimme a call at that time"
- ▶ Should you send people to a scheduler?

On the Phone

- ▶ Prompts/questions to get them talking about what they need help with:
 - ▶ So what would you say is working well for you?
 - ▶ Where do you feel like you need the most help? Or where your biggest triggers are?
 - ▶ What have you tried in the past? What has worked? What hasn't?
 - ▶ What would success look like a year from now for you?
 - ▶ How about in 3 months from now? What would you consider a success?
- ▶ LISTEN YOUR ASS OFF
- ▶ Repeat what seems to be working well
- ▶ Repeat back where they seem to need help: "Does that sound right?"
- ▶ Transition into your services...

Pitching Your Services

- ▶ How does it work?
- ▶ Break it down:
 - ▶ What happens when?
 - ▶ How often will you communicate? Etc.
 - ▶ How do you set them up for success?
- ▶ Remember marketing/sales versus stating features and benefits
 - ▶ Future Pacing
- ▶ They should never be wondering what happens next
- ▶ Make them feel like you've done it a million times – they don't know! You're in charge!
 - ▶ Confidence + conviction

After the Phone Call

Send an email or DM outlining everything you talked about – display high value

- ▶ Make them feel safe, affirmed and CONFIDENT that you are going to have success together!
- ▶ Add a Paypal link in the email WITH a deadline
- ▶ Allude to next steps: “As soon as you complete the process on your end, we’ll set up our first intake call ASAP and be off and running!”

If no word:

- ▶ Follow-up via the platform you first connected on 4-5 days later
 - ▶ “Swinging back by on this! I have a few other people to chat with coming, but I know you are ready to commit so let me know if you have any additional questions! You in? Excited for ya!” etc etc.
 - ▶ Reiterate their struggle and give them the affirmation that you know it’s going to work for them
- ▶ Urgency and scarcity language – people WANT it, but “life” gets in the way