

Selling in the DMs

the ultimate guide



BY

@holler.academy



HOLLER ACADEMY
BY ABIGAIL FRANCES

In this document we are going to be talking exactly how to turn your followers into customers with one simple tool: a DM sequence!

Remember that before a customer can feel ready to mentally buy from you, they need to know, like, and trust you! This is what this sequence should help to do :)

Know

Understand who you are, who you help, and how you help them

Like

Likes what you do, likes your content, and likes you as a person [or your business]

Trust

Trusts that you are qualified and experienced enough to get results

These example DM scripts are brilliant for building and strengthening relationships and and trust, identifying customer pain-points, and inviting them to come on board and buy with you.

First identify your ideal customer - they are most likely someone who has recently followed you, engaged with your content, or are hanging around on your competitors pages or niche hashtags! The first thing you need to do is alert their attention! Do this by engaging with a few of their pictures, shoot them a follow if you want to, and then reply to their story! You could reply with an emoji reaction, or leave a meaningful response. What you say or how you react here is up to you! The main point of this exercise is to get into their DMs with ease in a non creepy/salesy way!

You

Hey, thanks for the [follow/engagement] I've just been going through your page, and I have to admit - I've stalked you a bit! I'm loving your [insert something you've seen on their page]. What do you do?

Them

They will answer and tell you what they do

You

Ooh that sounds super interesting! I have a good friend who also does that - sounds like great fun (or another authentic response)

[tell them what you do... and lead with a results based story (i.e. 'I help women to _____ just last week a client of mine _____, I love that I get to help women_____')]

Ask another positive question, for example: 'Had anything exciting happen with that recently?' - 'so what else is up with you? Had anything exciting happening to you recently' - 'great weather isn't it, do you have anything exciting planned this weekend?

Them

They will answer and tell you what they do

You

Reply with genuine excitement about what you've told the [i.e. 'wow that's super exciting I'm so happy for you!' or 'wow that sounds brilliant, what a great way to spend the weekend!'].....

You

So what are you working towards next? Have you got any big goals coming up? [you are trying to move the conversation to their pain-points or goals, we will use our product or service as a solution or enabler to this later!]

Them

They will answer and tell you what their goal

You

Share excitement and appreciation for their goal. If relevant - tell a story about a client of yours who had a similar goal, and how you helped them and how wonderful it was for them and how happy that made you. Then say something along the lines of: So how's that going for you?

Them

their reply telling you how they're doing with their goal

You

If they say it's not doing well

Respond with more questions about exactly what is not working for them [what have you tried already/what are you finding hard etc.] then ask if they would like to: hop on a call with you to discuss how you could help further, offer a link to a freebie/lead that could help them [and would capture their data], or offer a link to the product or service you think would best help them!

Them

If they say it's going great

Ask them whether they have anybody to support them with achieving their goal at the moment [if you have a product based biz - ask whether they have a product that is helping them to achieve this goal]...

If they say yes

Ask them what their current experience is like with the person/product/tool they are using to help them with their goals. If they are happy - congratulate them and let them know if they need any more help they can drop in with you at any time. If they are not happy, offer up your services/product

If they say no

Ask them whether they have ever considered investing in getting help [i.e. with a service, coach, or product] to help them achieve their goal faster, then share your offer!