

DM Power Hour Cheatsheet

Keep this beside you during your Power Hour. Warm people only, never cold DM.

The Three Moves

Connect. Open real conversations with people who engaged with you first, a like, a comment, a new friend request. Just be human and build a little rapport.

Qualify. Find out who actually fits and what they really want. Ask with a reason attached so it never feels like an interrogation.

Invite. Offer the qualified ones a clear next step, a call, a workshop, a resource. Always leave an easy out.

The Reply Method: Acknowledge, Insight, Question

Send it as short separate lines, never one paragraph. Acknowledge what they said, add an insight or a piece of your own story, then ask one question that nudges toward the next step.

"You're welcome, this should be really useful if you're building a side hustle right now. Honestly it was only after I got serious about my own mindset that I had the guts to start. So are you thinking of starting your own thing too?"

Opener Menu

New engager (liked or commented): Thank them, offer something free, nothing more. "Thanks so much for the comment, really appreciate it. I share [your free thing] for [your people], want in? All good if it's not your thing."

Past client reconnect (long-dead relationship): Pure give first, no ask. "Been a while. Was thinking of you and hope things have been going well. No need to reply, just sending good energy your way."

Ghosted lead re-opener (they were mid-conversation with you, then went quiet): "How's life been! Everything going amazing and totally perfect?" The extreme phrasing gets people to open up about what's actually going on.

Lead-magnet interest: Ask two quick questions before you send it over, so it lands relevant. "What are you working on right now, and what made you reach out for this?" Then send access.

Seasonal or holiday: Send it one to two weeks before the date, never on the day itself. Well-wish, your honest lesson from the year, a hope for their year ahead, an open door to catch up.

The Follow-Up Ladder

Follow up roughly 24 hours apart, up to four times, then stop.

1. "Did my last message reach you okay?"
2. "Wanted to make sure this didn't get buried. All good if it's not your thing too."
3. "Figured you might be swamped, reaching out one last time. All good if it's not for you."
4. Close the file: "I'll assume the timing isn't right for now, closing this off on my end. Take care."

Re-open dead conversations every two to four weeks. When reviving a long-dead relationship rather than a ghosted lead, never lead the first reconnect with a question. Save the question for message two, after they reply.

The Gut Check

Before you send anything, run Second Positioning. If I were them reading this, zero to ten, how likely am I to say yes? Anything under eight means rewrite it. Take a second to stand in their shoes and ask what would actually make them want to reply.

When You Feel The Resistance

What if they think I'm selling?

You're starting a conversation, not forcing anything. The sale only happens if it's win-win.

What if they ignore me?

That's information, not rejection, so stay kind and keep going. You only need a few yeses out of many nos.

What if I look desperate?

Desperation comes from need. You're not chasing, you're offering to help.

I hate selling.

Selling is serving. If you believe in what you do, not reaching out is the selfish move.

Daily Numbers

Aim for 10 to 30 reach-outs a day, a 30 to 50 percent reply rate, and roughly one to two booked calls for every ten invites you send. This is informational, not a tracker.