

Here's how the conversation went:

Me: Hey [Name], just wanted to say I love your no-BS approach and how you called out the cold coffees and late nights, which most gurus won't. I was wondering, what made you want to go down that path instead of just showing off your wealth like most gurus?

Him: Thanks bro, its easy to promote and show the success when one has worked so hard to get there but the reality is, most folks that follow my journey resonate more with the journey it took as they can relate

Me: Yeah, I get where you're coming from. I also think it's best to meet people at their current stage and help them grow from there, especially with something as hard as trading. Do you think that this 'slower' approach actually helps your students reach profitability faster?

(Profitability = The result the audience wants)

Him: Well they're all at different stages within their journey, my job is to keep them steadfast and guide them on THEIR own journey

That's awesome. It's quite fulfilling to help other people and see them grow because of that. When you first started, did you think you'd end up teaching people?

Where do you see yourself going from here?

Hey <@01GGEA9SWT560B8PPV2YCHJ98S> , you recently reviewed my DM and told me that it looks good and to test more. I got another reply from the first 21 people I DM'd (later reply). But the problem is, I keep getting ghosted after they reply.

Here's a full picture of the DM:

Method: Cold Instagram DM (after spending a week or two following them, commenting on their posts, liking, etc.)

Note: This is a DM where I would just start a conversation, get to know them a bit and for them to get familiar with me, and I want to appear as a peer, an equal to them. Then I would lead it to talking about their goals and later on offer them to go on a call where I would combine what they've told me with what I already know about their business so that I could provide the best possible offer as a way to help them get more sales.
(fix their website, build their website, help them launch a lower or higher ticket product, etc.)

Times Tested: 21

Replies: 3 positive replies (they replied, so I could continue the conversation), 1 ignore

Service: Website copywriting, Website building, Writing a copy for a new product that is yet to be launched (all depends on the prospect's needs, problems and goals - Professor Andrew's advice)

Each DM is a bit different from the other (all based on the person receiving it).

Here's the one that got that latest reply:

Hey [Name], just wanted to say I love how you're sharing genuine advice and adding humor to everything, instead of just showing off your wealth like most gurus. I respect that. Out of interest, what made you want to go down that path?

Here's what he replied:

Hello 🙌

Thanks! just adding value to the community.

Then I replied:

That's awesome

It's quite fulfilling to help other people and see them grow because of that.

When you first started, did you think you'd end up teaching people?

This is where I get left on seen (two out of three times, the third guy didn't see the next message).

Could you please tell me what I did wrong and how to fix that?