DM Script

Outbound (sent from Lexi's account, first person as Lexi)

Two routes, split by gender. Send one question at a time, wait for her/his reply before the next line. Do not send this as one long message. Pitch happens after all 4 discovery questions are answered. Every line is written as Lexi speaking, since it goes out from her account.

Route 1: Male → $997/mo Bot (automated trading tool) + 7-Day Free Trial

Opener

Hey [Name], I saw you [engaged with X / follow context], you already trading or just getting into it?

Discovery (one at a time):

1. What do you do for work?
2. What are your goals with trading?
3. What are you making right now trading, if anything?
4. Where do you want to be in a couple months?

Pitch

Okay, based on that, I'd start with my bot. It's an automated trading tool I built myself, it runs the system and trades for you instead of you guessing. It's $997 a month, but you get 7 days free first to try it out. After day 7 it starts billing $997 a month, and it'll keep billing monthly unless you cancel.

Objection: Price / is this worth it
I get it. That's exactly why I give you 7 days free first. Just cancel before day 7 if it's not for you and you won't be charged a thing. If you keep it, it's $997 a month until you cancel, no long-term contract.

Objection: Is this legit / skeptical
Fair question, honestly. I built this myself, it's not some resold strategy. And you get a full week to test it live before any money's ever involved.

CTA
Want me to send you the trial link now?

Route 2: Female → Sisterhood Trading Academy

Opener

Hey NAME, I saw you [engaged with X / follow context], you already trading or just getting into it?

Discovery (one at a time):

1. What do you do for work?
2. What are your goals with trading?
3. What are you making right now trading, if anything? → What's holding you back from getting started?
4. Where do you want to be in a couple months?

Pitch

I'm not sure if we could fully help you out. However, if you're looking to get into trading, that's obviously why I have my all women's academy. Would you be down to hop on a call with my team to see if it would be a good fit for you?

Go to → Sisterhoodtrading.com/schedule

ASK THEM:
- Name
- Email
- Phone #

Send them → sisterhoodtrading.com/confirm

Also send them → sisterhoodtrading.com/community

OR

Youtube - https://youtube.com/@thewolfessofwallstreet?si=TeHKxrb0KxVv2e6x

Objection: Price / timing

Honestly, that's usually the real question, not whether it works. It's rarely "is this worth it,

" it's more "is now the
right time.
" What would need to be true for the timing to make sense for you?

Objection: Scam / been burned before

I get that, especially in this industry. I post my trading live, wins and losses, nothing hidden. Results vary and this
takes work, but I'm not going anywhere and neither is the proof.

CTA

I'm going to hop on a call with my team, and we can show you what the academy would look like.

Compliance notes (apply to both routes, do not edit out)
Never state or imply an income result or guarantee.

If a specific student result comes up, pair it with "results vary, this takes work.
"
The 7-day trial auto-charges $997 on day 7 and then bills $997 monthly until cancelled. Always say this
plainly in the DM (see Route 1 pitch/objection lines) before sending the trial link, never leave it implied.
Undisclosed auto-charge/recurring-billing terms are a real chargeback and complaint risk.
Route 1 (male) is bot only. Men do not get offered coaching or the indicator, ever.
Route 2 (female) can be offered anything: the bot, the indicator, or coaching. Route her to whichever fits
her discovery answers.
The bot ($997/mo automated trading tool) and the indicator (an older, separate front-end product) are
two different products. Do not conflate the two or use "indicator" language for the bot.