

# The DM Garden™ - Private Invite

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***Our Big, Juicy Goal:*** *To build an authentic, Compassionate DM Sales System™ that generates meaningful conversations and converts clients into sales like clockwork.*

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Hey there,

I just wanted to go over a few things regarding what it would look like if you joined our sales training program, The DM Garden.

## **Right now, you are here:**

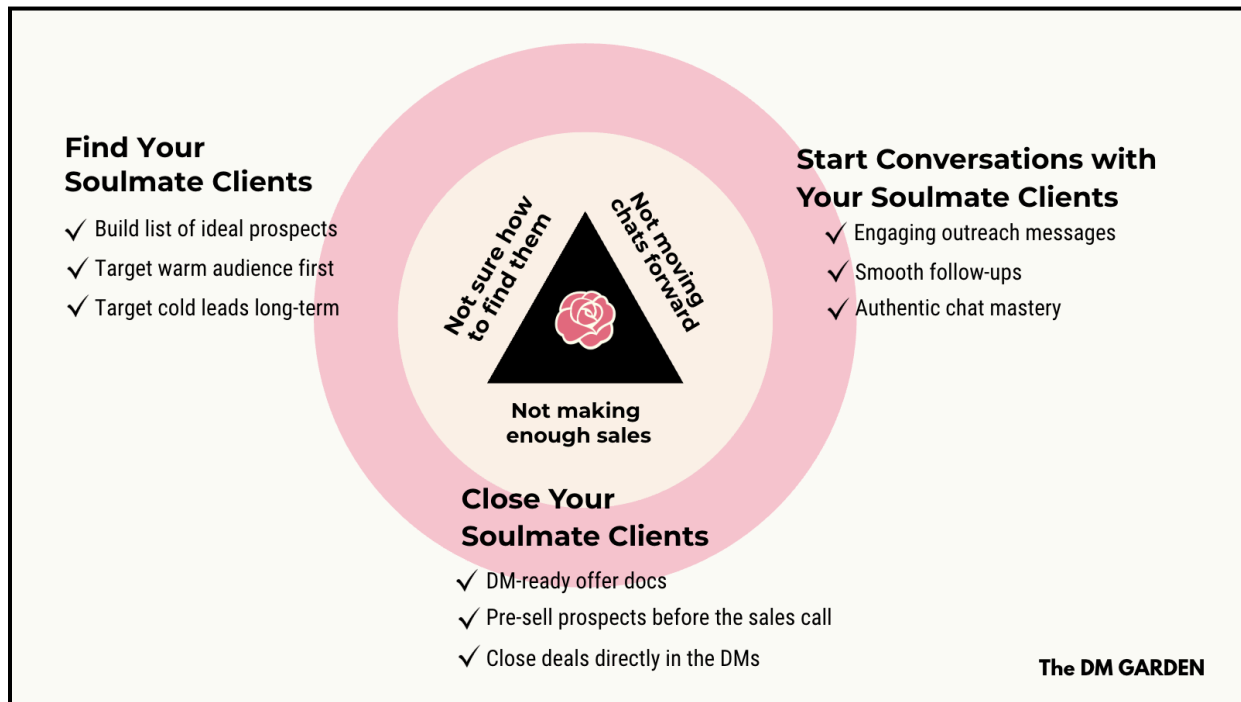
- You know you're dropping the ball with your DM sales conversations
- Either not having enough chats with quality leads...
- Or getting stuck trying to move the conversation towards a call
- Setting unqualified calls with low close rates because you don't qualify before the call
- Having absolutely no freaking idea how to close deals directly in the DMs

## **We are going to take you here:**

- Know exactly what to say to move the conversation forward towards a sale
- Have more productive sales conversations each week
- Set qualified sales calls and increase your close rate by pre-selling them in the DMs first
- Downsell leads and close deals directly in the DMs without a sales call

## **We address 3 key areas that are essential to any DM funnel:**

1. Identify your ideal clients
2. Start conversations with them
3. Close them



We find that most of our clients have significant room for improvement in at least two of these 3 key areas prior to working with us.

We'll identify your gaps, create a custom game plan tailored just for you.

## Part 1: Find Your Soulmate Clients

**Why:** Getting clients and paychecks consistently is easy when you have a systematic approach to finding the right people who actually want what you're offering. Depending on your current situation, this can mean prospecting cold leads or targeting warm leads who are already in your audience and engaging with your content.

**What:** Your Soulmate Client Finder is a systematic approach to locating your ideal clients online and knowing exactly who to reach out to. We show you the exact places your ideal clients hang out, how to identify them quickly, and how to build a pipeline of people who actually need your help.

**How:** We'll dive deep into your specific audience and create your custom prospecting strategy. You'll learn advanced identification techniques so you never run out of qualified people to talk to, plus how to spot the ones who are ready to buy.

## Part 2: Start Conversations with Your Soulmate Clients

**Why:** The magic happens when you can start authentic conversations that feel natural and actually get responses, building trust without being weird about it.

**What:** Your Compassionate DM Sales System™ allows you to start conversations that feel genuine and build connection, plus how to guide conversations toward your offer without sounding like a desperate sales robot having an identity crisis.

**How:** We'll master the art of authentic outreach. You'll learn conversation frameworks (not scripts) that build real relationships and naturally move prospects toward wanting to work with you.

## Part 3: Close Your Soulmate Clients

**Why:** All the conversations in the world don't matter if you can't naturally present your offers and guide prospects to become clients.

**What:** Your DM-Ready Offer docs allow you to present your offers naturally, handle objections without getting defensive, and close deals through authentic conversation, whether that's setting a call or closing right there in the DMs.

**How:** We'll create your custom offer documents and closing systems. You'll develop bulletproof confidence in making offers that feel like natural extensions of helpful conversations, leading to more yes's and clients who actually want to work with you.

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## Program Format

For 3 months, you get direct training on how to master authentic DM conversations that convert, plus ongoing support to build an efficient DM sales system that generates qualified leads without requiring you to spend endless hours in the DMs.

You'll join us every **Wednesday and Thursday live on Zoom** for group coaching plus daily support in our private community.

## What's Included:

### Live Group Coaching:

- 1-hour Group Coaching Calls (every Wednesday & Thursday)
- Open office hours format for real-time questions and strategy guidance
- Live feedback on your actual DM conversations and offer documents
- Real conversation analysis to improve your results

### **Community Support (Skool Platform):**

- 24/7 community access for daily questions and support
- Share DM screenshots for "what to say next" guidance
- Template selection help and conversation optimization
- Offer document creation support with personalized feedback
- Loom video responses for detailed guidance

### **Complete Training Library:**

- The full Compassionate DM Sales System methodology
- Authentic conversation frameworks that build real relationships
- Advanced prospecting and lead identification
- DM-ready offer docs and creation process

### **Implementation Support:**

- Custom strategy development so you get a fast start no matter where you're currently at
  - Ongoing optimization based on your real results
  - Troubleshooting and problem-solving guidance
  - Accountability and progress tracking
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## **How We'll Execute Your Custom Game Plan In 3 Steps**

### **Step 1: First 30 Days – Quick Wins**

- In the first few weeks, we start with the low-hanging fruit.
- These are the top 100-200 leads that are already in your audience.
- If you don't yet have an audience, we will build a list of perfect-fit, top-tier prospects to pursue.
- The goal is to spark a conversation, present an irresistible offer, and get some sales in the door ASAP.

## **Step 2: Evergreen Sales System**

- Implement a daily lead gen system that consistently brings new ideal clients into your pipeline.
- Continue to split test new outreach messages and improve offers docs.
- Your DM sales system is a machine, which means it requires regular maintenance to perform at its best.

## **Step 3: Infinite Referral Machine**

- One of the main perks of closing your Soulmate Clients is that they tend to refer more Soulmate Clients.
- We make sure you have a system to collect case studies and testimonials and to organically encourage your clients to send more work your way.
- This means that when you land 1 Soulmate Client, you actually land 2, 3, or 4+ later down the line.

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## **Sneak Peak of Exactly What To Expect When You Join**

# Welcome to The DM Garden!

Clarity  
Simplicity  
Action

**Goal:** Turn your DMs into a place where you attract and land your Soulmate Clients with simple, magnetic DM conversations.

- ⊗ No desperate chasing
- ⊗ No spending hours a day in the DMs
- ⊗ No

Only simple, efficient conversations that convert high-value leads.



**Find Your  
Soulmate Clients**

- ✓ Build list of ideal prospects

**Start Conversations with  
Your Soulmate Clients**

- ✓ Engaging outreach messages

Click or copy and paste the link below to watch the video:

<https://www.loom.com/share/33609618feeb449ba6cb1bafa62746cc?sid=70faa370-ee89-4f15-9729-70eb60223623>

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## Behind-the-Scenes Sneak Peak of One of Our Lessons

## How This All Works Together

1. Open with genuine human connection (Mission 1)
2. Listen actively using AFS (Mission 2)
3. Guide discovery while building trust (Mission 3)
4. Qualify while proving compatibility (Mission 4)
5. Close with clarity and confidence (Mission 5)

All while:

- Staying authentically you
- Actually giving a shit
- Closing trust & compatibility gaps naturally
- Not sounding like every other coach in the DMs
- Keeping it real without being weird

Remember: The goal isn't to "close" everyone. It's to find the right people and help them say the help they actually need.



## Example DM Sales Conversation:

From Cold Outreach to Booked Call (Business Coach helping ex-CEO build leadership consulting)

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Click or copy and paste the link below to watch the video:

<https://www.loom.com/share/57c72d9985814f71b87c59049aa2b458?sid=3d499a0c-62b9-4520-a281-90c4f1da7227>

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## Client Reviews of the Above Lesson



**Pierre Verhoeven** • 10:21 PM

I understood DMs way better with this free course than with Matt Lakajev paid program



**Frederico von Hoonholtz** (Link and Lead Marketing) • 8:09 PM

Hey Justin, watched your video now

Trully awesome! You nailed it on the explanation and the frameworks you built



**Robert Hedequist** • 3:36 AM

Hi Justin, thanks for sending the video along. Just reviewed. Really good stuff and a nice presentation on your part. Clear and concise.



**Connie Lund**

on Jan 13

this is the 2nd time I've watched this. It's so good.

It makes me realize that I need to have longer chats with my coaching prospects before I give them the info on my program or a lead magnet - because it would really help qualify them.

(I talk to so many people who aren't committed to fractional work, they really just want to get a job... and a mtg wastes both our time.) I need to qualify more by chat.

**REPLY**

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## The Onboarding Process

Here's exactly what happens when you decide to join us:

### Step 1: Immediate Access

As soon as you join, you'll receive your onboarding materials via email.

### Step 2: Skool Integration

We'll manually add you to our private Skool community where all the magic happens - this is where you'll get daily support and connect with other members.

### Step 3: Onboarding Questionnaire

You'll complete a detailed questionnaire about your business, offers, and goals so we can customize your experience and give you the most relevant guidance.

### Step 4: Personal Onboarding Call



We'll schedule your 1-on-1 onboarding call where we'll dive deep into your brand, audience, and current situation for a full hour. This ensures you get the maximum value from the program and know exactly what assets you need to create.

## **Step 5: Implementation Begins**

Armed with your custom strategy, you'll start implementing immediately with support from our twice-weekly group calls and daily community guidance.

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## **Next Steps:**

**STEP 1:** DM me or email me "I'M IN" to join

**STEP 2:** You'll have immediate access to the onboarding materials

**STEP 3:** We'll schedule your onboarding call and get you rolling ASAP

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**P.S.** - The people getting the best results aren't the ones with the slickest scripts or most aggressive tactics. They're the ones who master authentic conversations that build real relationships while still consistently booking sales calls and closing deals. Join us and prove to yourself that compassionate DM sales actually works better than all the sleazy stuff that 99% of sales hooligans use.