

SIMPLE ORGANIC SOCIAL MEDIA DM FUNNEL

STEP BY STEP HOW TO EXECUTE

1. Plan intro offer

- a. Our Intro offer is that the first 20 people who buy a 15-minute session in the solarium get a free face skin treatment on a skin mask.

2. Create bold post-media

I have 3 variations

1.

EXCLUSIVE 15-MIN COLLAGEN SOLARIUM

3 Benefits Your Skin Will Get

+ FREE -> NEW FACIAL TREATMENT



Tea
Smart Solarium

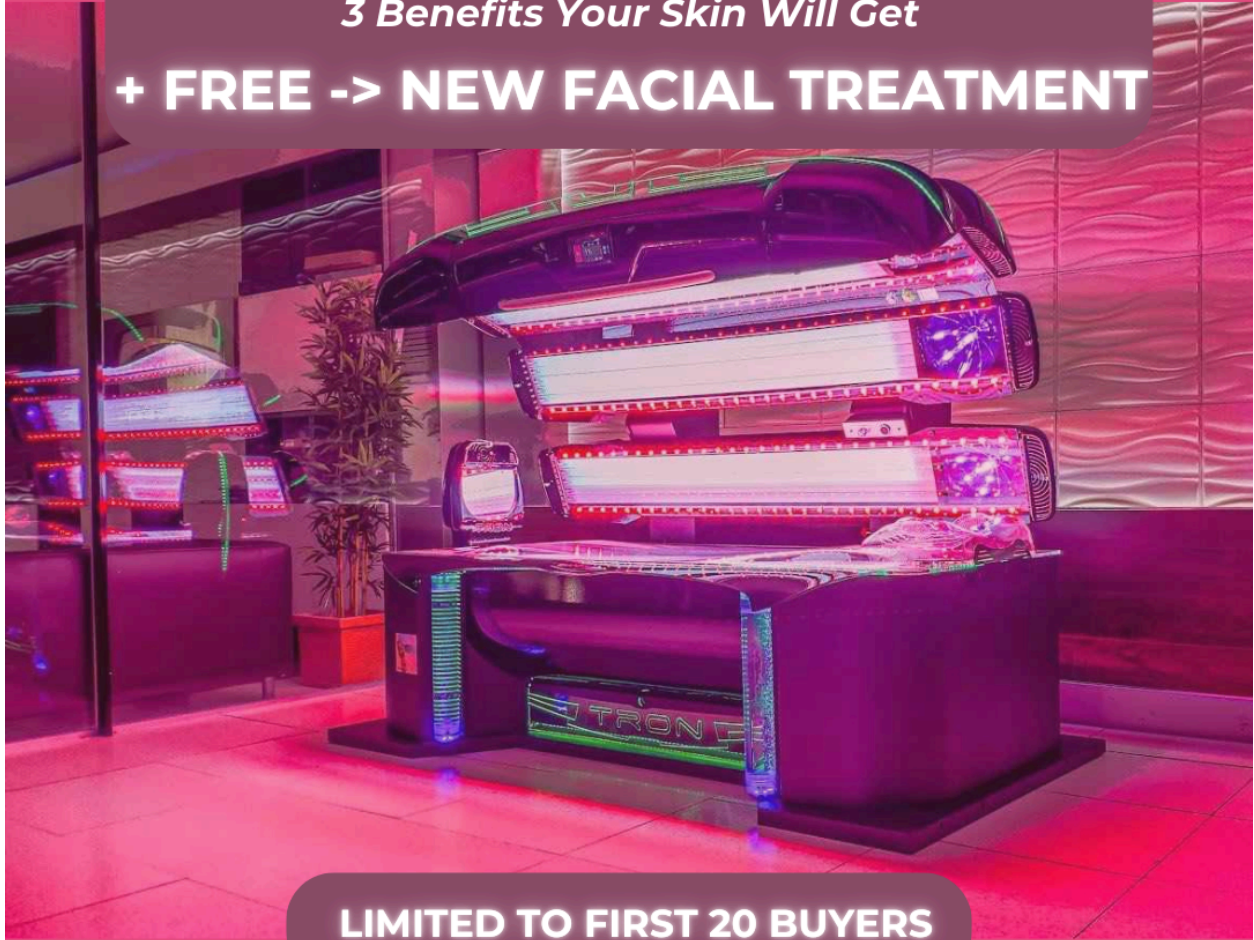
LIMITED TO FIRST 20 BUYERS

2.

EXCLUSIVE 15-MIN COLLAGEN SOLARIUM

3 Benefits Your Skin Will Get

+ FREE -> NEW FACIAL TREATMENT



LIMITED TO FIRST 20 BUYERS

3.



3. Write basic body text

🔥 The first 20 followers to try our exclusive Smart Solarium will get a new **free** face skin treatment with their session! 🔥

Here's why you don't want to wait:

1. **Boost Your Glow Safely:** Experience the **only** collagen-boosting solarium in BiH. It tans and leaves skin hydrated, plump, and smooth. Don't settle for dry, dull skin—start glowing!
2. **Age-Defying Benefits:** *Are you* ready to take years off your appearance with anti-aging effects that smooth fine lines and increase skin elasticity? Imagine your skin's glow in a month—why let wrinkles win?
3. **Exclusive Freebie:** For the first 20 only, enjoy a **free face treatment** to amplify hydration and glow on our **new** mask. Spots are going fast—don't miss out!

🌟 Our team will welcome you and guide you to the cozy solarium. In just 15 minutes, enjoy a full glow and soothing face treatment with our new mask—designed for ultimate comfort and rejuvenation.

💬 **DM us the word "SOLARIUM" now to claim your spot and book this exclusive deal.** 💬

No need to worry — our advanced solarium is safe, quick, and designed for the best results without any risks.

4. Write DM responses

1. Responding to Initial Interest

Prospect: "SOLARIUM"

You: "Hey there! 😊 Thanks for reaching out! You'll get a 15-minute session in our collagen-boosting solarium, plus a hydrating face treatment—free! When's a good time to get you started?"

Prospect: "Maybe next week."

You: "Next week sounds good, but just a heads-up—this offer is limited to the first 20 people, and we're filling up fast! How does [day & time] work for you to secure your spot?"

Prospect: "Let's do [day & time]."

You: "Perfect! You're all set. Looking forward to giving you an amazing experience!"

2. Handling Hesitation about the Solarium

Prospect: "SOLARIUM. But is this safe? I've heard mixed things about tanning."

You: "Great question! 😊 Our solarium is designed to be completely safe, using gentle, collagen-boosting technology that enhances skin tone and hydration without the harsh effects of traditional tanning. We could fit you in as early as [day & time]. Would that work?"

Prospect: "Yes, let's do it!"

You: "Fantastic! Your spot is secured. See you soon!"

3. Encouraging Prompt Booking

Prospect: "SOLARIUM. I'm interested, but I'm not sure when I can come in."

You: "Totally understand! 😊 This offer is for the first 20 people, so I'd love to secure your spot. We're flexible on scheduling once you're booked in. How about I reserve your spot, and we can find a time that works?"

Prospect: "Yes, that would be good!"

You: "Great! I'll hold a spot for you, now here are three free spots this week [day & time], [day & time], [day & time]. When you can, let us know which one suits you the best!"

Prospect: "1st Options sound good"

You: "Perfect! You're confirmed. Can't wait for you to experience it!"

4. Overcoming Pricing Concerns

Prospect: "SOLARIUM. How much is this?"

You: "Great question! The intro price is only 15KM for the 15-minute solarium session, plus you'll get the face treatment free—a great value compared to our usual rates! We can fit you in as soon as [day]. Should I lock that in for you?"

Prospect: "Yes, let's go with that."

You: "Perfect! You're confirmed. Can't wait for you to experience it!"

5. Closing with a Gentle Nudge

Prospect: "SOLARIUM. Can you tell me more about the face treatment?"

You: "Of course! The face treatment is a hydrating boost, designed to enhance the collagen benefits of the solarium. It smooths fine lines and leaves your skin feeling fresh and glowing. We can book you as soon as [day & time], would that work to secure one of the last spots?"

Prospect: "Yes, please!"

You: "Perfect! I'll lock it in. See you soon!"

6. Creating Urgency with Limited Spots

Prospect: "SOLARIUM. I might be interested."

You: "Awesome! 😊 Just a heads-up—spots are limited to the first 20, and they're going fast. This offer includes a 15-minute solarium session and a free face treatment to boost your glow. How about we schedule you to get this free treatment on [day & time]?"

Prospect: "Okay, let's do it."

You: "Great! I'll secure your spot. Looking forward to giving you an amazing experience!"

SIMPLE VARIATIONS AND ENHANCEMENTS

- Instead of a AI-generated image, use GOOD photos of your client's product or service  (WILL DO)
- Have your client also promote the post in their stories, if supported by the platform  (WILL DO)
- Convert the intro offer promo into an email and have them send the email to their email list, and instead of DMing you, have them reply back to the email with the single word to opt in 
- Turn the post into a paid ad to get more people outside their following list to see the intro offer (test with small budget \$100-\$200 max)  (MAYBE IN SOON FUTURE)
- Set a time limit on the intro offer to add some real urgency  (SCARCITY PLAY WITH LIMITED SPOTS)
- For some of your DM conversations you might need to mix in some SPIN questions to set up an upsell to other products or services offered by your client  (WILL ADAPT MYSELF TO DO THIS IF NEEDED)