



Deep Dive Messenger



Step 1: Reply to Comments

NOTE: After posting, block off 2 hours to reply to comments and to move conversations to sales calls ASAP. This will take focus. X out of everything else that may be a distraction.

Heart the comment and comment back - "NAME! Do I have permission to send you a personal message?"

(Prospect replies "yes")

Heart the comment and send the initial personal message.

Step 2: Send Initial Personal Message

"Hey - thanks for wanting to be a part of the mission! Would you mind if I ask you 2-3 questions so I can better understand your current situation and goals? Just want to make sure that I can help you :)"

[SEND]

(Prospect replies "yes")

Step 3: Ask Probing Questions

NOTE: The objective here is to better understand their current situation, desired situation, perceived challenges, and background information. For examples of more questions that you may ask,

Background Information Question:

awesome!

[SEND]

for starters... what'd you do/offer for clients and how is it priced?

Desired Situation Question:

nice!

[SEND]

what's your revenue goal for this year?

Current Situation Question:

awesome

[SEND]

If you don't mind me asking, what's your revenues now?

[SEND]

Perceived Challenge Question:

...and what'd you think the biggest challenge is in getting from there to XYZ goal?

[SEND]

I have worked with XX amount of clients who [have similar situation as they just mentioned] so I can probably shed ya some insight if that's something you're open to it.

(Prospect replies "Yes")

Step 4: Transition to Providing Feedback That Illuminates a Problem

Educate them on their problem and talk about the what, not the how

Typically, it's going to go something like this:

"Totally get that lead flow isn't good right now and you're trying to work on Facebook ads..."

[SEND]

And while that is definitely a problem, based on what you told me and through working with 1000s of clients you probably have an offer problem as well.

[SEND]

75% of the success/failure of your lead gen will come down to your offer.

If you don't have that right... it's like building your house on a foundation of sand.

Make sense?

If you do this right... they'll start asking you more questions (i.e "well how do I create a good offer?")

Then that leads naturally into a call. You can simply say "I got some thoughts... do you have time X date or Y date?"

Step 5: Transition to Sales Call

If the prospect simply replies "makes sense" and it ends there... use the following copy.

Great - well look, independent if you're interested in becoming a private client or not, I could definitely give you some insight on [their challenge i,e "offer frameworks I've used with my agency clients and what they're doing to produce 50k+ months consistently] - do you have time X or Y to chat?

After you offer a few dates, the prospect will typically respond "Sure, Monday work"

Now you respond with two times: "Great - does 10am or 4pm PST work for you?"

They will say: "4pm works"

You will say "Perfect - what's your email?"

Then they give you their email.

Then you will say "Thanks - what's your mobile?"

Then they will give you their mobile.

Then you respond "Gotcha in the calendar. Talk then!"

Now at this point... if you have content / assets available I would tag them in them and ask them to review it before the call. Or even better, have them review the asset they were after in the first place before the actual call. The point is - *get them doing something*.

If you booked them out more than a few days, I would shoot them a message a day or two after you sent the asset saying "*what you'd think of xyz training*"

You also want to follow up the day before "are we still good for tomorrow"

See if they respond... and if they do, respond the day of with "great - talk soon"

Step 6: Follow Up If The Prospect Ghosts

A fair amount of prospect will ghost during the conversation.

Give them 20 minutes, then send one of the following →

- "🙄"
- *Waiting GIF*
- "Just bumping this to the top of your inbox :)"

After 24 hours, send one of the following →

- "You alive? Lol"
 - *Ghost gif* "Don't ghost me! LOL"
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