

"If you are hesitant to sell in the DMs, all those beliefs are going to go out the window..."

- Jacqueline Dunn, Women's Empowerment Coach

Master how to get the most out of your outbound and inbound DM sales conversations, without feeling salesy, gross, or needing to sage cleanse your phone afterwards.

Your DM sales journey starts here, with this video...

<https://www.loom.com/share/1f40c16517764e4a9b37fd85d66e384f?sid=39f534e8-5ed7-4ad4-abef-9eea0dec38da>

What I do:

I help personal brands sell their courses and coaching services in the DMs.

What qualifies me to do this?

- Over \$2 million in sales for my clients in the last 1.5 years
- Majority closed directly in the DMs
- All industries

- **Remy Blumenfeld** - former Hollywood producer and business coach
- **Dave Crane** - celebrity public speaking coach
- **Kura Home** - \$35k biz coaching offer for home service professionals
- **Jen Oknin** - menopause health coach

Right now you're here:

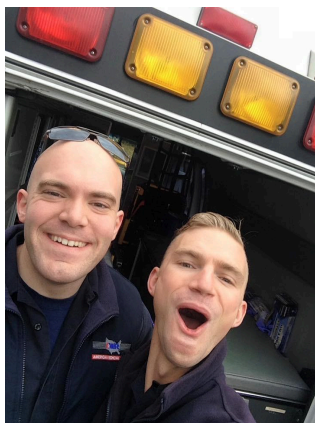
- You know you're dropping the ball with your DM sales conversations
- Not having enough chats with quality leads
- Getting stuck trying to move the conversation towards a call
- Setting unqualified calls with low close rates because you don't qualify before the call
- Having absolutely no freaking idea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

Sound familiar?

We're going to take you to 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

Who I am:



- Former EMT from Seattle 🚑
- Introvert
- Word Wizard 🧙 Copywriter and Messaging Strategist
- Really f*cking good at turning DMs into closed deals

A bit of proof that anyone can fake:

| Q Search | | | | | Test mode |
|--------------------------|------------|-----|-------------|-----------|-----------------------|
| <input type="checkbox"/> | \$5,000.00 | USD | Succeeded ✓ | 7947 | Invoice 43C77FB5-0001 |
| <input type="checkbox"/> | \$1,000.00 | USD | Succeeded ✓ | 9751 | Invoice 559A0F68-0005 |
| <input type="checkbox"/> | \$300.00 | USD | Succeeded ✓ | 1003 | Invoice FF8C0E69-0001 |
| <input type="checkbox"/> | \$1,350.00 | USD | Succeeded ✓ | 0185 | Invoice 48475138-0001 |
| <input type="checkbox"/> | \$200.00 | USD | Succeeded ✓ | 6263 | Invoice 78333027-0001 |
| <input type="checkbox"/> | \$1,000.00 | USD | Succeeded ✓ | 9751 | Invoice 559A0F68-0003 |
| <input type="checkbox"/> | \$500.00 | USD | Succeeded ✓ | 3007 | Invoice 982388F4-0001 |
| <input type="checkbox"/> | \$1,000.00 | USD | Succeeded ✓ | 4004 | Invoice 559A0F68-0002 |
| <input type="checkbox"/> | \$600.00 | USD | Succeeded ✓ | 4004 | Invoice 559A0F68-0001 |
| <input type="checkbox"/> | \$3,500.00 | USD | Succeeded ✓ | 8561 | Invoice 3037386A-0001 |
| <input type="checkbox"/> | \$1,250.00 | USD | Succeeded ✓ | 4007 | Invoice AEEFFD2A-0002 |
| <input type="checkbox"/> | \$1,750.00 | USD | Succeeded ✓ | 6683 | Invoice AEEFFD2A-0001 |
| <input type="checkbox"/> | \$3,000.00 | USD | Succeeded ✓ | 1005 | Invoice C0ED1BDE-0001 |
| <input type="checkbox"/> | \$3,000.00 | USD | Succeeded ✓ | 3846 | Invoice D5981D58-0001 |

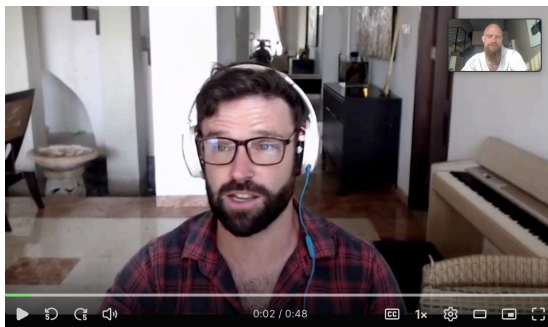
A bit harder to fake this:

https://www.youtube.com/watch?v=KhuZoYuhb_w

Who can I help...

- 1. People who are just starting out, like Ian**
 - a. Need to land first clients
 - b. No inbound leads
 - c. Need to find and close clients

Ian's testimonial



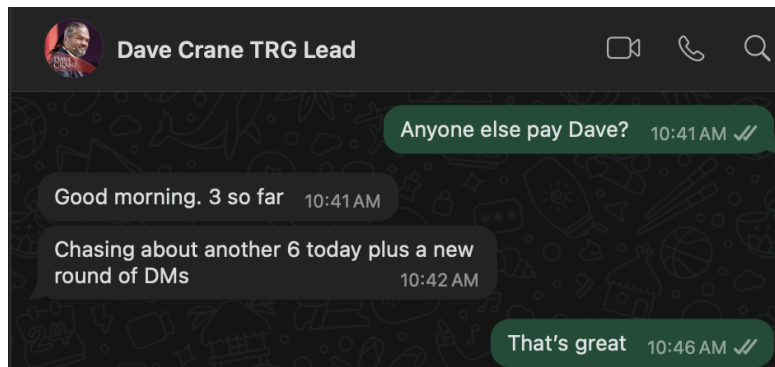
<https://www.loom.com/share/cc829007a0494adb819983e611587840>

Ian was struggling to get started, stuck at \$1k a month barely surviving. Hit \$12k in the first 6 weeks requiring him to expand his team. How much is not knowing what you don't know costing you?

2. Established brands with a warm/hot audience, like Dave

- a. Hundreds of leads
- b. Potential sales slipping through the cracks
- c. Need system to effectively triage and close in the DMs

6 deals closed in the DMs without a sales calls in first 24 hours



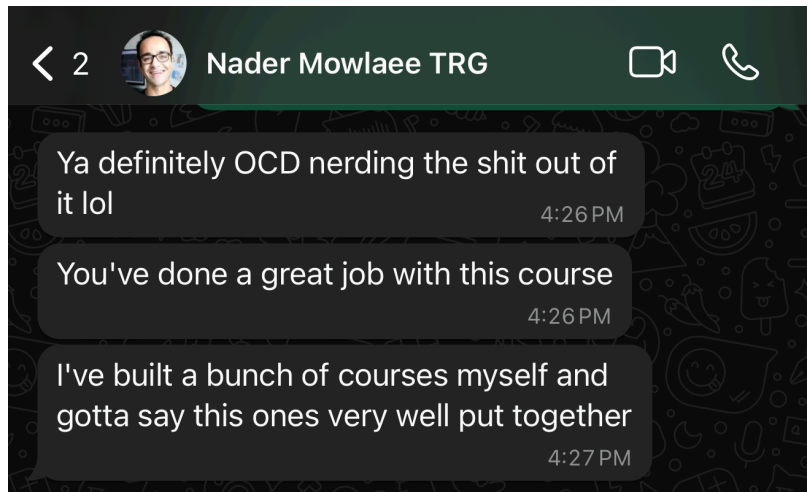
Dave had all the authority in the world, endless case studies, having coached celebrities and delivered keynote speeches for nearly two decades. He knew sales were getting bottlenecked in the DMs. We removed the bottleneck, created instant sales, and continue to scale Dave's DMs full time. How much is not knowing what you don't know costing you?

Who I can't help...

- I can't help you if you don't have capital to invest in yourself
- I can't help you if you don't understand risk-reward
- I can't help you if you're not an action taker

How I help people, the programs and how to view the curriculum...

- DIY group - group calls, training program
- DWU 1:1 coaching - anytime 1 to 1 calls with me
- DFY done for you - me and my in-house team will handle your DMs for you



Continue Your Journey...

Watch PART 1 of the DM Sales Masterclass here:

<https://docs.google.com/document/d/1RGo4vGH2wvTJSE-PfRB7DeS55U3Cjv7WskiHtgt0EjM/edit?usp=sharing>

Watch PART 2 of the DM Sales Masterclass here:

<https://www.callsetting.com/anti-script>

Some of the awesome things that people have said about the masterclass...



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



Anas Ramadan ▼  • 9:59 PM

I like the framework and the psychology you follow. For someone who's into DM selling, there shouldn't be no reason why they won't be able to follow it. Simple and effective (Edited)



Anas Ramadan ▼  • 10:01 PM

It's better than what Matt does anyways, lol (with all due respect to him). Though you both have much in common practices. (Edited)
