

Hello Professor, after I watched this power up call :

<https://rumble.com/v2cddj6--morning-power-up-197-fix-your-brain.html> I understood that changing the niche I'm in is not the sole solution that will get me to start landing client .

I joined the Copywriting campus, freelancing campus, and the money mastery campus (2 months ago).

I watched every video about copywriting so I can start doing Outreach on Instagram.

I was not using social media since 2019 so I made a new Instagram account to start using it for outreach DMs.

My niche is personal coaching in the fitness industry, when I search for someone I want to work with I search for 2 things:

- 1) They have a following of at least 2k.
- 2) They have their own product to sell.

I started doing Instagram DM Outreach about a month ago. What I used to do is go into their page and read their posts and watch their reels to try and figure out what they really want.

After that I would write a tailored DM just for them and send it, after 2 days I would send a follow up. That didn't work so I tried to see what my problem was, it came down to 2 problems:

1. My Instagram page (bsharagraissy_dina_) doesn't look like a human page because I have no photos of me posted on it.
2. My DMs are way too long so the reader is getting bored after reading a couple of lines.

MY solution to these problems was :

The first is to start Posting 1 Photo a week of myself on Instagram.

The second is Instead of researching the potential client and then writing a long DM, I wrote DM templates that I can send out to more than just 1 person and started reaching out.

The Follow up is the same one I have been using since I started.

I started with the solution a week and a half ago, Until now I haven't got any response yet.

Since I'm not getting any responses that means I'm doing something wrong .

I know I need to speak to the desire of a potential client but with Instagram DMs , I learned from the campus that it only should be 2-3 lines so I'm trying to find the best way to tap into the desire with 2-3 lines and make them actually write me back and sign with me . I do love the Fitness niche since I lost 100 pounds and developed a love for it. That's why I'm hesitating to change it.

All the DM's and the follow ups I sent are below, but before I share them these are my questions.

- How can I get better and start landing clients?
- Should I change from Instagram DM outreach to email outreach, that way I have more room to write and it would be easier to tap into the potential client's desire?
- Are you noticing a way of thinking from the way I write that is hindering me from reaching the next level?

Thank You very much for your brutal honesty , I love it !!!!!

Old Outreach DM Instagram Number 1 :

Hi Marissa,

I saw your posts and I admire the work you've been doing and the remarkable progress you've made. Your recent post, "The realization that changed my life: life is short and waits for no one 🤍," truly resonated me. Having struggled with an eating disorder and being 100 pounds overweight myself. I also had the chance to explore your Facebook page, and while it's fantastic, I couldn't help but feel that you haven't fully tapped into its immense potential. With my set of skills, I genuinely believe I can contribute to your mission and help you reach a wider audience, positively impacting more lives in the process.

I would love to discuss this further with you, feel free to ask me anything.

best regards,

Bshara

Old Outreach DM Instagram number 2 :

Hey Matt,

I wanted to reach out and let you know that you are missing out on a lot more of what you can, I love what you are doing, and what makes it unique is that you are brutally honest with it.

You Emphasize the importance of realistic expectations and not striving for perfection, I think it will resonate with a lot of people since a lot of coaches out there giving false information just to make a quick buck. I truly believe my set of skills can be a great asset to your team to help achieve your mission. I have seen you don't have a newsletter, for that I made an E-mail example just to show you how you can turn your reels into wonderful e-mails for your newsletter.

Please provide me with your E-mail so I can send it to you.

I know My Page looks like a Boot, but I just started working on Instagram, if you want to do a video call to be sure I would be more than happy to do that.

New DM Styles :::

First DM Instagram : Sent 15

Hi (Name), I'm impressed with your fitness journey and the impact you're making 💪. I have a unique approach that can create engaging content and help you amplify your online presence 🔥🚀. Let me know if you want me to send it.

Second Dm : sent 15

Hey there, (Name)! Your journey is truly impressive, and the positive influence you're having is inspiring 💪🔥. I've developed a unique strategy to create engaging content that can help you expand your client base 🚀. Let me know if you're interested, and I'll send it your way.

Third Dm : sent 18

Hi (Name)! Your Coaching business has great potential. I've got a content strategy to transform your client acquisition, let's transcend boundaries together! Let me know if you're interested and I'll send it over.

First follow up :

Hello again, (Name)! Hope you're doing well. I wanted to remind you that I've got a content strategy to boost your client base. If you're interested, let's schedule a time to talk about it in detail.

The follow up i will send after the first follow up
Second follow up :

Hello (name),

I hope you had some time to read my message, I wanted to remind you that I have 3 small tweaks we can apply to your program that will increase your client accusation, and no it's me posting on your behalf or making videos. let me know if you're interested.