

Appointment Setter Dm Outreach Script

Before You Start:

- **Optimize Your Profile:**
 - Have a clear profile picture (PFP).
 - Set up highlights and some posts.
 - Use your full name.
 - Include “Partner with” in your bio.

Who to Reach Out To:

- Target established coaches, consultants, and agency owners with existing businesses.
 - Avoid startups or those unlikely to afford a \$3,000–\$5,000 investment.
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Step 1: Send Permission Video Message

- **Purpose:** Get permission to pitch your offer.
 - **How:** Use the provided video (in “Setters Resources” on Discord). Save it to your camera roll.
 - **Platforms:** Send via DM on IG, X, LinkedIn, or Skool.
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Step 2: Follow Up if No Response

- If they don’t respond to the video, send one of these messages:
 1. “Hey [First Name], is the above cool with you?”
 2. “Hey [First Name], is that permission granted or not?”
 3. “Hey [First Name], did you watch that vid I sent?”
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Step 3: Send the VSL (Video Sales Letter)

- **When:** After they give permission.

- **How:** Use the VSL from “Setters Resources.” Save it to your camera roll and send it in the chat.
 - **Message Example:**
 - “Hey [First Name], appreciate you taking the time to reply. Just sending it over now.”
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Step 4: Follow Up After Sending VSL

- If they don’t respond to the VSL, use this follow-up sequence:
 1. **Follow-up 1:** (24 hours later)
 - Send a simple text to check in, e.g., “Thoughts on that video, [First Name]?”
 2. **Follow-up 2:** (24 hours after Follow-up 1)
 - Another simple text to prompt a response, e.g., “Manage to watch the video, [First Name]?”
 3. **Follow-up 3:** (48 hours after Follow-up 2)
 - Send a meme with a short text. Memes are meant to break the pattern and add humour, making the follow-up more engaging.
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Step 5: Send Calendly Link

- **When:** If they show interest (e.g., thumbs up).
 - **Message:**
 - “Once you’ve booked, could you let me know the date, time, and time zone? Much appreciated.”
 - **Important: Confirm the exact date, time, and time zone of the booked call.**
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Step 6: Follow Up After Sending Calendly Link

- If they don’t book, follow up with these messages:
 1. **Follow-up 1:** (24 hours later)
 - Send a simple text to check in.

2. **Follow-up 2:** (24 hours after Follow-up 1)
 - Another simple text to prompt a response.
3. **Follow-up 3 to 7:** (Every 48 hours)
 - Send a meme with a short text to re-engage and add humour.

Note: Always confirm the call's date, time, and time zone once booked.