



04

DM & Reactivation Engine

Cold, warm, reactivation. The scripts and the volume math.

DM & REACTIVATION ENGINE

DMs are where most coaches leave 80% of their revenue. The prospects are there, but a lot of coaches either:

1. fear rejection
2. Don't want to sound "desperate" or "salesy"
3. Think they are above "sending dms" and expect people to come knocking on their doorstep for coaching.

You must drop all of these beliefs and enter this process with an open mindset if you want this to actually work for you.

Run all three scripts every weekday. The volume table is the law.

THE MENTAL MODEL (READ THIS BEFORE ANY SCRIPT)

The DMs are not where you sell. The DMs are where you **earn attention** and **earn a chat**. The chat is where the sale happens (or where the sales call gets booked).

Three jobs, three scripts:

- **Cold** = move someone from cold → warm. Earn the follow. Do **not** try to book a call from a cold message. Nobody is dropping \$3k after one text.
- **Warm** = build micro-rapport, qualify casually, and invite the person to a 15–20 min diagnostic chat when a real goal or pain surfaces. Not a sales call. A chat.
- **Reactivation** = re-open the door with curiosity. Same diagnostic-chat invite when they re-engage.

The diagnostic chat is the bridge. Once they're on a call, the sales call becomes the next logical step (or you run the diagnostic into a soft pitch in the same call). Trying to close a \$3–10k offer in DMs is how most coaches torch their best leads.

BEFORE YOU SEND ANYTHING: RESEARCH + FIT CHECK

Don't open the chat window until you've done 30 seconds of homework. The opener is doing 80% of the work.

Skim in this order:

1. Bio
2. Highlights
3. Recent stories
4. Recent posts (last 5-10)

Find ONE genuine, non-fitness anchor. Their training, sure. But better: a sport, a dog, a gym setup, travel, a city, a hobby, a kid. The anchor is what you'll lead with in message 1.

Quick ICP fit check (in your head):

- Athlete or active type? Or desk worker? Or post-fitness phase trying to get back?
- In your age range? (e.g., 25-35)
- Does their lifestyle suggest they care about health at all?
- Can they conceivably afford coaching?

If the answer is "no fit," do not send. The Sprint isn't a numbers game where every DM counts equally. A bad-fit DM is wasted volume and trains your fingers to copy-paste.

SCRIPT 1: COLD OUTBOUND

Use when: the person fits your ICP, has commented on a peer's post, or shows up in your suggested lists. You've never spoken before. They don't follow you yet.

Premise: Cold's job is **not** to book a call. Cold's job is to move someone from cold → warm. If you're cold-prospecting, you're admitting you don't have enough leads, so you have to play a longer game. Earn the follow. Earn the next message. The call comes later, from warm.

● Phase 1: Relatability stitch (Message 1)

Lead with the genuine anchor you found in research, then drop a kinship line that lowers their guard. Don't pitch. Don't credential.

"Hey [first name]. Saw [specific thing: the comment they left, the post they made, the gym tag, whatever]. Dude, I used to struggle with that exact thing too."

Or:

"Hey [first name]. Saw your comment on [peer]'s post about [topic]. Honestly, had a client stuck on this same thing recently. Turned out to be way simpler than they thought."

Pattern: **their thing** → **relatable beat** → **no ask yet**. They get ten "Hey, I help [avatar]..." pitches a week. None of them open with "I get it, I've been there." You're going to.

● Phase 2: Permission-based bridge to value

Once the door is open, ask permission to be useful. The "permission" framing matters. It signals you're not lining up a pitch.

"Have you ever tried [specific thing you'd actually do with them]? Did [Y] with a client recently and was wondering if you'd tested it."

Or:

"Would you be open to me giving you some quick feedback on [their thing]? Don't wanna intrude, just figured I'd ask."

The "don't wanna intrude" line is doing real work. Use it.

● Phase 3: Deliver actual value (no pitch)

If they say yes, **give the value**. Concrete, specific, no fluff. Do NOT pitch a call. Do NOT pitch the offer. Do NOT pitch anything.

This is where most coaches blow it. You earned the door, then you slam them with “great, want to hop on a call?” Then you watch the read receipt sit there for a week.

“Sweet. Here’s what I’d actually do with [their situation]: 1. [specific tip 1] 2. [specific tip 2] The mistake most [their type] make is [common error]. Happens because [reason]. The fix is [the fix].”

● **Phase 4: Earn the follow, build the bridge**

After the value lands, the goal is the **follow**, not the call. Once they’re following you, every story and post you put out is doing warm work for free. From there, the Warm Inbound script (Script 2) takes over.

Sometimes the follow happens naturally. Sometimes you nudge:

“I post a lot more on [topic] if it’s useful. Feel free to follow along. Either way, glad I could help.”

● **Rules of cold**

- One genuine relatability hook per opener. If you can’t find one, don’t send.
 - Never lead with your offer, your credentials, or your client wins.
 - **Never pitch a call from cold.** Cold = warm-up. Warm = call.
 - If they don’t reply in 48 hours, send one follow-up of pure value (no ask). After that, move on. Do not chase.
 - Track in your sheet whether they followed. The follow is the win, not the reply.
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SCRIPT 2: WARM

Use when: they liked a story, followed you recently, commented on a post, replied to a story, or watched 3+ stories in a row. This is where the money lives.

● Step 1: Lead quality hierarchy

Not all warm leads are equal. Work in this order:

1. **Story-likers / story-engagers:** they're paying attention to you *specifically*. Highest intent.
2. **New followers:** they just chose you. Strong signal.
3. **Active commenters / question-askers:** they're already in conversation with you.
4. **Existing DM threads:** warm by definition. Re-open them.
5. **Post-likers:** only message these once you've burned through everyone above. Posts get likes from the algorithm crowd. Stories get likes from people who're actually watching you. Treat post-likers as Tier-1-style cold-ish, not warm.

● Step 2: The opener (peer-to-peer, not coach-to-prospect)

You're not closing in the opener. You're saying hi. Casual, like you'd talk to someone at the gym.

Story-liker (your story they reacted to):

"Yo man, appreciate the like and love on my story/page. Are you training too, or are you just kinda getting started?"

New follower:

"Hey bro, just saw the follow. What made you click the button? You here for the content, or are you on a fitness journey yourself?"

(Note: this opener is closer to cold because the follow alone gives you minimal info. Use it when you have nothing else to anchor on. If they have a recent story or post you can riff on, do that instead.)

Recent story you can riff on:

"Yo, where's this? That gym setup looks elite. Do you train here too?"
"How's [their dog / their sport / their travel]? That looked sick."

Commenter on a post:

"Hey [name], appreciate the comment. The point you made about [specific thing they said]. Are you running into that yourself or just curious?"

Pattern under all of these: lead with their world, not your offer. Find the genuine hook in *their* life, drop in like a peer, then naturally pivot to fitness as a question (never as a pitch).

● **Step 3: Build micro-rapport (qualify casually)**

Once they reply, you're in a conversation. **Don't pitch.** Build the rapport first. Ask casual questions that double as qualification. These are the same things you'd ask someone at the gym, not a sales script:

- "Yo nice, how long you been training?"
- "Mostly in the gym or doing outdoor stuff too?"
- "Oh shit man, what do you do for work? Are you able to keep up with the physique stuff with that schedule?"
- "Anyone helping you with this currently or running it solo?"

You're listening for two things: an **overarching goal** ("trying to drop 15 before summer") or a **recurring problem** ("can't stick to nutrition with my work hours"). When one of those surfaces, you've earned the bridge to a chat.

If neither surfaces, that's fine. Stay in the conversation. The relationship matters more than this single DM. People come around weeks later.

● **Step 4: Invite the diagnostic chat (NOT a sales call)**

When the goal/pain shows up and it's appropriate, invite them to a 15–20 min chat. Frame it as a chat, not a sales call. Reduce the perceived commitment hard:

"Yo man, this is the exact stuff I help guys with. Want to hop on a quick 15–20 just to chat through it? No pitch, no card needed. Way easier than typing this out in DMs. I just want to figure out what's actually going on."

Or:

"Honestly, this is gonna take me an hour to type out properly. Wanna hop on a quick 15? Not a sales call, just a chat. I can give you a way clearer answer if I can hear you talk through it."

Why this works:

- DMs have days of latency. You might wait 3 days for the next reply. A call has minutes of latency.
- "Diagnostic chat" feels like *help*, not a pitch. Way lower commitment than "hop on a sales call."
- Once they're on the call, the sales call becomes the next logical step. You can either run the diagnostic into a soft pitch on the same call, or schedule a proper sales call as the follow-up.
- The chat does the heavy lifting that no perfectly-worded DM script ever can.

● Rules of warm

- One question per message. Two questions = no answer.
 - Match their energy. They're casual? Be casual. They're formal? Tone it down a notch.
 - **Never pitch the offer in DMs.** The DM books the chat. The chat sells the offer (or sets up the call that does).
 - If they say no to the chat, don't push. Stay in the relationship. They'll come around or refer someone.
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SCRIPT 3: REACTIVATION

Past leads, no-shows, ghosts, and churned clients are the **highest-leverage list you have**. They already know who you are. They already considered buying. Most of them just got distracted, ran out of money, or weren't ready at the time. They convert at 2–3x cold and often at higher rates than fresh warm.

Use when: any prior DM thread, intake form submission, ghosted call, or program history exists.

● Past lead who ghosted

"Hey [name], been a minute. Was running through old conversations and yours stuck out. You were looking at [their goal] back in [timeframe]. Did you end up [solving it / hiring someone / putting it on the shelf]? Or what actually happened there?"

● No-show / canceled call

"Hey [name], no hard feelings on the call falling through a while back. Is [their original problem] still a thing for you, or did it sort itself out?"

● Past client (churned or completed program)

"[Name], last we worked together you hit [specific result]. Where are you with [their goal area] now? Curious if you've maintained, plateaued, or gone backwards."

(obviously strike up a normal convo first then transition into where they are at currently, if it is a past client you don't need to go sales mode on them. Prioritize lasting relationships).

● When they re-engage

Most will tell you they're either still stuck or have backslid. **Don't pitch yet.** Build a quick conversation. Ask what's changed since you last spoke, what they've tried, what's working and what isn't.

When the goal/pain comes back, invite the same diagnostic chat:

"Yeah that pattern is super common 6 months out. Want to hop on a quick 15? Leave the credit card at home haha. Just want to look at what's going on with you now and figure out the fix. Way easier than typing."

● Why reactivation is high-leverage

- They already trust you (or trusted you once).
- They've already imagined themselves as your client.
- The "no pitch, no card" frame works *even better* with reactivation because they remember you don't pressure people.

- Past clients are 5–10x easier to close than cold leads. Treat them that way. Message every single one during the Sprint.

- **Rules of reactivation**

- Lead with curiosity, not a pitch. They already know what you sell.
 - Don't apologize for reaching out. You're not a bother. You're a coach with a system that worked for them once (or almost did).
 - If they ghost again, send one nudge a week later. Then move on.
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THE DIAGNOSTIC CHAT (15–20 MIN)

This is the bridge from DM to sales call. Most coaches confuse the two and lose the lead at the bridge.

The diagnostic chat IS:

- 15–20 minutes
- Free
- No card needed, no pitch promised
- Frame: “I just want to figure out what’s actually going on”
- Goal: get them off DMs onto a call where the conversation has 100x the bandwidth

The diagnostic chat is NOT:

- A sales call
- A 60-minute intake call
- A pitch in disguise

What you actually run:

- The first half of the Sales Call Script: Rapport → Current Situation → Desired Situation → Gap (sections 1–4 of the call framework).
- At the end, if it’s a fit: “Look, I think there’s a real shape to what we’d do together. Want me to walk you through what that actually looks like? I can do it now if you have the time, or we can book a longer call this week.”
- That second call is the actual sales call (Plan + Offer + Close. Sections 5–7).

Why the two-step works:

- The 15-min frame removes commitment friction. Way more people say yes to “a quick chat” than to “a 45-min sales call.”
 - It pre-qualifies. Half the people you’d pitch on a sales call shouldn’t be there. The diagnostic catches them before you waste the time.
 - The sales call shows up after they’ve already self-identified the gap. You’re closing into momentum.
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DM VOLUME TABLE (LINKED TO THE SPRINT)

These are the daily targets that produce the Sprint outcome for your tier (Tier definitions live in the Sprint Plan: Starting From Zero / Some Traction / Real Audience).

● Daily DM targets by tier

DM TYPE	TIER 1: STARTING FROM ZERO	TIER 2: SOME TRACTION	TIER 3: REAL AUDIENCE
Cold outbound	20-25	5	0
Warm inbound	3-5	10	20-30
Reactivation	0-2	5	10-15
Total daily DMs	~25-35	~30	~30-50
Order of leverage	Cold first	Warm + Reactivation first	Warm first, then reactivation

● Conversion math by tier (30 days)

STAGE	TIER 1	TIER 2	TIER 3
Qualified booked diagnostic chats	5-10	12-20	25-40
Held chats (~70% show rate)	4-7	8-14	18-28
Sales calls run from chats	3-6	6-12	14-22
Closes (30-40% close rate)	1-3	3-5	8-10+

● Why the table looks this way

- **Tier 1 leans on cold because there’s no warm pool to harvest yet.** A coach with 800 followers and 15 story viewers literally cannot send 30 warm DMs a day. They’d be making them up. Tier 1’s job is to grind the cold-to-warm conversion until the warm pool catches up.
- **Tier 2 dials cold way down because cold is the lowest-converting motion and warm + reactivation are now real.** Five cold a day keeps the muscle warm and the cold pipeline trickling. The bulk of the volume goes where it converts.
- **Tier 3 doesn’t do cold at all.** If you’ve got a real audience, your hour is worth 5-10x more in the existing inbox than in cold prospecting. Cold is where Tier 3 coaches go to feel busy without making money.
- **Reactivation scales with how long you’ve been in business.** A new coach has 10 names to reactivate. A 5-year coach has hundreds. Build the list once, burn through it during the Sprint.

● If you fall behind

- **Behind on cold?** Spend 30 minutes pulling 50 fresh handles before tomorrow. Pre-load the list. (Tier 2/3: don't sweat this, cold is not your primary motion.)
 - **Behind on warm?** Your content isn't generating engagement, or you're not checking story viewers. Both are fixable today. (Tier 1: don't panic. You're not supposed to have warm volume yet.)
 - **Behind on reactivation?** You haven't built the list. Spend one hour mining your DMs, intake forms, GHL pipeline, and old client roster. Build it once. Burn through it during the Sprint. (Tier 1: this list might be 10 names. That's fine. Send them all in week 1 and don't fabricate more.)
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OPERATING RULES (DON'T SKIP)

- 1. Track every DM sent.** Every cold, warm, reactivation. The Tracking Sheet is the Sprint scoreboard.
- 2. No mass-blasted copy-paste.** Personalize the first 8–12 words. After that, the script does the work.
- 3. One ask per message.** Don't pitch and ask a question in the same DM. They'll do neither.
- 4. Speed matters.** Reply to inbound within 60 minutes during business hours. The fastest coach wins the conversation.
- 5. The DM doesn't sell. The chat sells.** Stop trying to close in the DM. Get them on the phone.
- 6. Lead with their world, not yours.** Every opener should reference something specific to *them*. Generic openers train your fingers in the wrong direction.
- 7. Never pitch the offer in the DM.** Ever. The DM books the chat. The chat (or sales call) sells the offer.