

CHOOSE YOUR FIRST MESSAGE

Short, natural openings for people who have already shown interest.

You do not need a clever message. You need a message you are willing to send.

This guide gives you wording so you are not inventing sentences while feeling tense. Choose one, adjust one detail, and send it. That is the whole job.

Every message here stops at the opening question. There are no offers, no links, and no follow-up sequences. That is deliberate. The only thing you are doing today is starting a normal human conversation.

WHAT THE FIRST MESSAGE IS FOR

The first message has one purpose. To open a conversation with someone who has already shown some interest.

It is not there to qualify them. It is not there to explain what you do. It is not there to move them towards a call. Any of those things can happen later, in their own time, if the conversation goes that way.

When you try to make the first message carry all of that weight, two things happen. It gets long, and you do not send it. So lower the stakes.

This is a conversation, not a performance.

THE PRINCIPLES

Reference the actual engagement. Mention the specific post, comment, session, or download.

Keep it brief. Under 50 words, in most cases.

Ask one natural question. One question they can answer in a sentence.

Use genuine curiosity. Be interested in what they are working on.

Do not pitch. No prices, packages, or programme descriptions.

Do not send a calendar link. An unrequested link asks too much too soon.

Do not pretend familiarity. If you do not know them, do not write as though you do.

Do not assume they need help. Respectful curiosity beats diagnosis.

Let them choose. Reply, ignore, or say not right now are all acceptable.

Start a conversation, not a sales presentation.

MESSAGE OPTIONS BY SITUATION

Find the situation that matches your person. Choose one message. Change the details so they are accurate. Send it. Placeholders: **[Name]**, **[Topic]**, **[Resource]**, **[Referrer]**.

1. SOMEONE WHO COMMENTED ON A POST

They spoke first, in public. Replying privately is the natural next step.

Hi **[Name]**, thanks for your comment on the **[Topic]** post. You mentioned **[detail]**. Is that something you are working on at the moment?

Hi **[Name]**, I appreciated what you said about **[Topic]**. It is a point most people skip over. What made you think of it?

Hi **[Name]**, your comment on the **[Topic]** post stayed with me. How are you finding that side of things at the moment?

Hi **[Name]**, thanks for joining the conversation on **[Topic]**. Out of interest, is that something you deal with often?

2. SOMEONE WHO REPLIED TO A STORY

A story reply is already a private message. You are simply continuing it.

Hi **[Name]**, thanks for replying to that. Are you working on **[Topic]** yourself at the moment?

Hi **[Name]**, good to hear from you. What made that one land for you?

Hi **[Name]**, glad that struck a chord. How is **[Topic]** going for you these days?

3. SOMEONE WHO REACTED TO CONTENT

A reaction is a small, quiet signal. Keep your message equally light. A reaction is a light signal, not proof that someone wants help. Keep the message casual and do not assume they have a problem.

Hi **[Name]**, thanks for engaging with the piece on **[Topic]**. Is that something you are thinking about at the moment?

Hi **[Name]**, thanks for the reaction on the **[Topic]** post. Curious, how does that show up in your work?

Hi **[Name]**, you have been around a few of my **[Topic]** posts. What is drawing you to that subject?

4. SOMEONE WHO JOINED A GROUP OR COMMUNITY

They chose to be there. A brief hello is expected rather than intrusive.

Hi **[Name]**, welcome to the group. I like to say hello properly. What brought you in?

Hi **[Name]**, thanks for joining. What are you working on at the moment?

Hi **[Name]**, good to have you here. Is there something specific you are hoping to sort out this year?

Hi **[Name]**, welcome. So I can point you to the useful bits, what is your focus right now?

5. SOMEONE WHO ATTENDED A LIVE SESSION, WORKSHOP, OR WEBINAR

They gave you their time. Acknowledging that is basic courtesy.

Hi **[Name]**, thanks for coming along to the **[Topic]** session. Was there anything in it you are planning to try?

Hi **[Name]**, good to see you on the **[Topic]** session. What stood out for you?

Hi **[Name]**, thanks for joining on **[Topic]**. Did anything come up that you are still chewing over?

Hi **[Name]**, I appreciated you being there for the **[Topic]** session. How is that area sitting with you at the moment?

6. SOMEONE WHO DOWNLOADED A RESOURCE

They asked for something specific. Following up on it is helpful, not pushy.

Hi **[Name]**, thanks for downloading **[Resource]**. Did it arrive safely in your inbox?

Hi **[Name]**, I saw you picked up **[Resource]**. Have you had a chance to look at it yet?

Hi **[Name]**, thanks for downloading **[Resource]**. Was there a particular part of **[Topic]** you were hoping it would help with?

Hi **[Name]**, you grabbed **[Resource]** recently. Curious, what made you go looking for that?

Hi **[Name]**, hope **[Resource]** was useful. Is **[Topic]** something you are working on right now?

7. SOMEONE WHO ASKED A QUESTION

They opened the door. Walking through it is simply answering them properly.

Hi **[Name]**, you asked about **[Topic]**. I gave you the short answer publicly. Do you want the longer one?

Hi **[Name]**, your question about **[Topic]** was a good one. Can I ask what prompted it?

Hi **[Name]**, following up on your **[Topic]** question. Where are you with that at the moment?

8. SOMEONE INTRODUCED THROUGH A REFERRAL

Name the connection early. It explains why you are in their inbox.

Hi **[Name]**, **[Referrer]** suggested I get in touch. They mentioned you are looking at **[Topic]**. Is that right?

Hi **[Name]**, **[Referrer]** passed on your name and thought it would be useful for us to connect. What are you working on at the moment?

Hi **[Name]**, **[Referrer]** thought it would be useful for us to connect. What is your main focus at the moment?

9. SOMEONE WHO REGULARLY ENGAGES WITH CONTENT

Familiarity has built up quietly. Say so plainly.

Hi **[Name]**, you have been around my **[Topic]** posts for a while and we have never actually spoken. What are you working on at the moment?

Hi **[Name]**, I see your name often and thought it was time to say hello properly. What drew you to **[Topic]**?

Hi **[Name]**, thanks for reading along over the past few months. Is there anything you would like me to cover?

10. SOMEONE PREVIOUSLY SPOKEN WITH

Pick the thread back up where it was left. No apology required.

Hi **[Name]**, we spoke a while back about **[Topic]**. How did that end up going?

Hi **[Name]**, your name came to mind today. Last time we talked you were working on **[Topic]**. Where are you with it now?

Hi **[Name]**, good to reconnect. What has changed for you since we last spoke?

PERSONALISING IT

Keep this quick. Personalisation means accuracy, not research.

Mention the actual post, comment, session, or download. Refer to one real detail, not three.

Do not go through their personal life. Looking at someone's holiday photographs before messaging them is not rapport building, and it usually shows.

Do not pretend to know more about them than you do. If you are unsure whether they attended the whole session, do not say you saw them there throughout.

Do not copy and paste without checking. Placeholders left in a message are the fastest way to sound automated.

Then: read the message once. Make only the changes that are necessary. Send it.

One read. One pass. Press send and move on.

WHAT NOT TO DO

The immediate pitch. Straight from hello into what you sell. It tells them the message was about you, and it closes the conversation before it starts.

The long life story. Four paragraphs of background before the question. Nobody finishes it.

The fake compliment. Praise that could apply to anyone reads as a technique, because it usually is one.

The unrequested calendar link. Asking for time before there is any reason to give it.

WHAT NOT TO DO

The vague opener. "Hey, can I ask you a question?" Everyone knows what follows. It creates suspicion where there was none.

The manipulative question. Anything designed to trap them into agreeing with a premise. Adults notice.

The assumed problem. "I noticed you are struggling with [Topic]." You do not know that. They may be doing fine.

The automated message. Wrong name, generic phrasing, no reference to anything they actually did. It confirms they are on a list.

Every one of these fails for the same reason. It treats the person as a step in a process rather than someone who might be worth talking to.

NOW SEND IT

Choose one message. Change what needs changing. Read it once.

Then send it, and go and do something else.

You are not waiting by the phone. You are simply someone who started a conversation today.