

EDITION NO.1

THE FIRST DM

The First DM That Gets Replies

A free guide for coaches who are tired of being left on read.

SECTION 01

01

The First DM That Gets Replies

A free guide for coaches who are tired of being left on read.

Hey, welcome to the guide. It's Matt here, and before we start anything, I want you to know I know this feeling all too well.

I've been coaching full time since 2018, and in order to do that, I've had to do my fair share of prospecting, cold outreach, warm outreach, all of it. So when I say I know this feeling, I mean it exactly. I know how it feels to find the perfect lead, whether that's on Facebook, Instagram, or LinkedIn. Someone who would be the perfect client. You put loads of effort in. You read their posts. You craft a message especially for them. You hit the send button. And you wait.

You wait, and you wait, and you wait.

And then, nothing.

Guess what? There's a number of things that can happen now:

- You get the tick, and there's no reply.
- Or even worse, you get the polite "go away forever" message, "Thanks, but no thanks", before you've even said anything.

Here's the truth most folks won't tell you: online, your first DM has one job only. One job only. And that job is not to sell.

The golden rule of the first DM is to get a reply. That is it.

If you get a reply, fantastic, a conversation has now started. And if a conversation starts, a call becomes possible. And if a call becomes possible, a client becomes possible.

With no reply, you don't get anything.

So this guide solves one problem. One problem only. And my goal is to solve it completely: how to write the very first DM that will actually get a reply. That is its sole focus and purpose.

Why your first DMs get ignored

In order to solve this problem, first of all we need to understand why the first message we send people gets ignored.

Almost every ignored message comes down to three big mistakes:

1

People pitch way too fast. They're too keen. They start selling themselves and make it all about them. They invite them to a call, they invite them to a lead magnet, they invite them to an event. The problem here is you haven't earned that position. By that, I mean you haven't earned the right to ask for such a big step. We all know what "come on a quick call" means. It means I want to qualify you and sell you something. And they know it too.

2

It's super obvious it's copy and paste. A generic message from a generic script. Guess what? They don't believe it's you. They think you're some bot, or that you've got a Google Doc somewhere that you're copying and pasting from, dropping their name in. It's obvious it's not a human being talking to them. And nobody replies to that.

3

It asks for too much. A call. A coffee. A "quick chat." That's actually a big yes from a complete stranger. Would you go on a coffee date with a stranger? Think about it from their point of view. They're busy, they're at work, they're with family, and a random person on the internet invites them to spend 20 minutes together. Would you think that's a good use of your time, energy, and resources? Probably not.

Now, notice the clear pattern in all three of these.

03

You are asking the other person to give you something before you've given them a single reason to say yes.

The fix for this is really, really simple: we make it all about them. We give them the attention first, and we ask for almost nothing.

And in order to do that, there is a framework. Allow me to talk you through this framework now.

The O.P.E.N. First DM

The framework is called O.P.E.N. because that's exactly what it does. It opens conversations.

It's four parts. It takes about three minutes to write. And it works because it doesn't feel like a message from a stranger. It feels like a message from a human being who actually paid attention.

O**O: Observation**

Reference something specific they did. A post they wrote. A comment they left. A launch. A career move. Something real.

Why? Because in one line, this proves the message was written for them, and only them. It cannot be a copy and paste job, because a copy and paste job doesn't know what they posted on Tuesday.

P**P: Point of connection**

Tell them why it caught your attention. A shared interest. A genuine reaction. A question it raised for you.

This is the bit where you stop being a stranger and start being a person. You're not collecting leads. You're having a human reaction to something a human said. Say that reaction out loud.

E**E: Easy question**

End with a question they can answer in one line. Not “can we hop on a call?”, something about their thing.

Here’s the test: if it takes more than 20 seconds to answer, it’s too big. Shrink it. The easier the question, the more likely the reply. And remember, the reply is the whole game at this point.

N**N: No pitch**

The golden rule. The first DM contains zero selling. No offer. No link. No “I help people like you.” Nothing.

I know this feels uncomfortable. I know you want to tell them what you do. Don’t. There will be plenty of time for that later, but only if you get the reply first.

**The goal of the first DM is a reply. Not a sale.
Not a call. A reply.**

Three templates you can steal today

Now, I don't want you to just take this in theory. I want you to use it today. So here are three templates built on O.P.E.N. that you can take, make your own, and send this afternoon.

A quick warning before you do: don't copy these word for word and blast them out to everyone. That would be mistake number two all over again. Steal the structure, not the sentences. Fill in the brackets with something real.

Template 1: The Post Reply

Hey [Name], your post about [specific topic] stopped me while I was scrolling, especially the line about [specific detail]. I've been thinking about it all week.

Quick question: [one easy, specific question about their post]?

No agenda. Genuinely curious.

Template 2: The Common Ground

Hey [Name], noticed we're both [shared niche, background, or group]. Your take on [specific topic] is one of the few on here I actually agree with.

How did you get into [their niche] in the first place?

TEMPLATE THREE

07

Template 3: The New Connection

Hey [Name], thanks for connecting! I just read your piece on [specific thing], the part about [detail] was spot on.

What's been the hardest part of [topic they post about] for you?

Notice what none of these mention? What you do.

That's on purpose. Replies first. Business later.

**Replies first.
Business later.**

The 20 second test

Before you hit send on any first DM, I want you to read it back and ask yourself three quick questions. This takes 20 seconds, and it will save you from 90% of the mistakes out there.

- ☐ Question one: could this message have been sent to 500 other people, unchanged? If yes, your Observation isn't specific enough. Go back and rewrite it.
- ☐ Question two: does it ask for anything bigger than a one line answer? If yes, shrink the ask. Make it easier to say yes to.
- ☐ Question three: does it mention my offer, my link, or my calendar? If yes, delete that line. All of it.

Pass all three? Send it. Done.

So what happens when they reply?

This is the good bit. They reply, and congratulations, you've solved the first problem. The conversation is open.

But here's what I've learned after years of doing this: a new problem now appears. And it's the one that actually makes you money:

How do you turn a friendly reply into a booked call, without suddenly turning into a salesperson and killing the conversation stone dead?

Because you've seen it happen, right? Someone replies, things are going well, and then out of nowhere, "So, do you want to jump on a call and hear about my programme?" The whole thing dies. All that goodwill, gone in one message.

Turning a reply into a call, and a call into a client, is a bigger skill. It has more steps: guiding the conversation naturally, spotting the moment someone is actually interested, earning the right to offer a call, and making that offer without any pressure or weirdness.

And that's exactly what I teach inside my community, Doing Mode, the complete DM selling system, from the very first message all the way to a signed client.

This guide? This was step one of that system, given to you free, so you can see with your own eyes that it works before you ever spend a penny with me.

NEXT STEP

10

Your next step (two doors, pick one)

If you've got this far, I know you're serious about fixing your DMs. So let me make this easy. There are two ways we can work together from here, and both start free.

Door one: join Doing Mode, free for 7 days.

Full, instant access to my complete DM selling course, every step from first message to signed client, plus a community of coaches doing the work alongside you. Seven days, 100% access, on me:

www.skool.com/doingmode/about

Door two: book a free Breakthrough Strategy Call.

45 minutes with me, one to one. We'll look at where your DM game is right now, what's blocking your replies from becoming clients, and map out your next move. No pressure, no weirdness. I promise you that after everything you've just read:

scheduler.zoom.us/matt-jope/-free-breakthrough-strategy-call-45-minutes-

Whichever door you pick, you'll know more about selling in the DMs than 95% of coaches out there.

And if you take nothing else from this guide, take this:

Replies first. Business later.

Now go send some DMs.

- *Matt*

Matthew Jope ©2026. All Rights Reserved.