
High-Converting
Instagram
DM Scripts
Fill-In-The-Blank
Templates To Sell Your
Products Via Chat
On Autopilot

High-Converting Instagram DM Scripts

You can absolutely use these scripts to manually reply to your DM's…

But if you're looking for a more hands-off approach, the most popular tool for setting up automated DM messages is ManyChat.
I've included some tips for that tool below….

ManyChat Pro Tips:

Check–andensure you'recompliantwith–Instagram'scurrentautomated messageguidance. Current guidance indicates you have 24 hours to engage with a customer via DM after they've last interacted with your business. (This means you can send a few messages within that initial 24-hour window, but if they don't respond, your sequence should stop there.) That said, policies change often, so be sure to do a quick Google search before officially implementing a specific chatbot sequence to make sure it fits within the guidelines.

Don't include promotional materials and/or ads in your initial message or response. Again, this guidance could change over time, but current best practice is to avoid sending ads or promo deets (like a coupon code) in your opening message. Instead, you can open with an initial response like, "Hi [NAME]!" and then insert your coupon code/discount details into your 2nd message (or beyond).
Dive intoManyChat'smanyfeatures–youmightbesurprisedbywhatyou

find! ManyChat includes a plethora of features that you can add to enhance the experience for your audience.You have the option to add links, files, videos and lots more. This also includes buttons – you'll find lots of ideas for button copy in the following templates.

No matterhowyouuseInstagram,youcansetupasequencethatworks for youandyouraudience. It's true: ManyChat provides ample opportunities and different ways to send automated sequences to your audiences, so there's truly something for everyone.

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Here's what you can do (and as always, check with ManyChat as new features are added and/or adapted often!):

Posts and Reels: If Reels and Posts are your jam, you're in luck: ManyChat currently allows free users to let you set up an automated sequence thatwill fire automatically after a user comments, Likes and/or shares *any* post or Reel. (This means the same sequence will send no matter which specific Reel or Post they interact with.)

If you'd like to be able to send a different message depending on which specific Reel or Post a user interacts with, you can upgrade to the pro version, which allows you to send sequences after a user interacts with a *specific* post or Reel.

As far as what triggers the sequence to send, you have options there, too. On Posts or Reels, you can set it up so ANY interaction triggers the sequence or set it up so the user needs to comment OR DM you a specific keyword in order to kick things off. These are all features inside ManyChat–so go ahead & play around to find out what works best for your specific needs.

Stories: Stories are an uber-popular IG feature, so of course ManyChat also includes the option to trigger an automated sequence when a user replies or reacts to a Story, or mentions you in their Story. (This includes tagging you and/or resharing your Story to their own Story.)

Instagram DM List: DM Lists are like micro-newsletters that you can send to your audience via DM. When someone signs up for your DM List, you're able to send them messages outside the 24-hour timeframe – and you can send them as often as you'd like.

Ready to dive in? Awesome!

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How to Use the Templates

Below, you'll find templates and customizable DM sequences for a variety of common online biz scenarios. Each template describes the specific Instagram content type, a sample call-to-action to use to prompt people to DM you or comment (to trigger the sequence), the purpose (aka what the automation is meant to do and/or deliver), as well as button copy suggestions.

When two options are provided (for example, a user can answer either 'yes' or 'no' to a question you've posed), you'll find copy suggestions for each.

Pro Tips:

- These templates are yours to take, tweak and customize so they work for you, your business and your customers-to-be. If you like a piece of a script but not the whole thing–that's okay! They're designed specifically to convert, but you have full

- Be sure to customize anything inside brackets [LIKE THIS] to your specific audience, in your own brand voice. Feel free to swap specific words, sentence structure, etc. so they sound like *you* and are specific to *your people*.

- While you won't find step-by-step instructions for setting up the templates (ManyChat is very intuitive–and you can find lots of good, detailed instructions inside the app!), you will find a few suggestions for button copy and other features (like having the reader insert their email address into a text box, for example). Options for button copy will look like this: [BUTTON COPY: SUGGESTED COPY]. Inside ManyChat, you can customize exactly what the button does. Most of the time, you'll lead them to a landing page or freebie file URL. You can also add files directly into ManyChat and skip the button–it's up to you!

- Want to take it a step further? You can also use ManyChat to set up a public response to comments. So, if you ask people to comment a specific keyword, you can set up a trigger where ManyChat will automatically reply to their comment publicly to let them know you've completed the action. This might look like: "Hi! Check your DMs for your free guide!" It's a great way to ensure people check their DMs, and it can get others looking at the thread interested in receiving the information/freebie, too.

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DM Type: "Reels"

Use the below scripts to respond to Likes, Comments and Shares as they occur. Provide the peeps who resonate with your work a little instant gratification. You don't *need* to include a specific call-to-action. You can also use this script as an automated reply to any Like, Comment or Share. It's your choice.

Template #1

Purpose: Surprise Freebie + Limited Time Discount

Reel CTA: Drop a [EMOJI] below if you want more [TOPIC] content!

DM Sequence:

Initial response: Yay! So stoked you're loving my Reels on [TOPIC].

Foll ow - up: Here's a link to our most-loved FREE resources on [SPECIFIC REEL TOPIC]:

[BUTTON TEXT: CHECK IT OUT]

Follow-up: Can't wait to hear what you think!

Follow-up: Since you're interested in [TOPIC], I'd also love to tell you more about my [OFFER] which is all about helping [IDEAL CLIENT] achieve [DESIRED OUTCOME] around [TOPIC – i.e, "…all about helping rockstar service providers transition to selling their genius via digital products"]. Interested in hearing more?

If replies "no": No worries! Hope you love the free resources, and let me know if you have any questions or feedback!

If replies "yes": Awesome. Well, here's the deal. [OFFER NAME] is designed specifically for [IDEAL CLIENT] who's struggling with [PROBLEM]. Inside, we'll go from [WHERE THEY ARE NOW] from [WHERE THEY WANT TO BE]. You'll also receive access to [BONUS RESOURCES OR SPECIFIC FEATURES – i.e., "50+ customizable Canva templates to use to set up your first digital product sales page"].

Follow-up: If you want to learn more, definitely check out the full [OFFER

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NAME] sales page (with all the details including exactly what we cover, what's included and more) at: [INSERT URL]

Follow-up: If you take a look & decide it's right for you, you'll receive a super sweet [AMOUNT] discount for the next 48 hours! I've automatically added the coupon code – all you have to do is checkout at the link above!

Follow-up: Let me know if you have any questions at all. I'd love to 'see' ya inside!

Follow-up (within 24 hours): Hey [NAME]! Did you have a chance to take a look at [OFFER NAME] yet? There are still 24 hours left to snag that discount, so I wanted to check in & make sure you didn't miss out!

Follow-up: I'm here if you have Qs!

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Template #2

Purpose: Free Live Challenge/Webinar

Reel CTA: Comment [KEYWORD] to sign-up for my FREE [NAME] challenge before we start on [DATE]

DM Sequence:

Initial response: Oh, hey there!

Follow-up: Ready to make [YEAR] the year you finally transform your [AREA OF EXPERTISEor DESIRED OUTCOME]? Join my [NUMBER]-day challenge and get the [TOPIC] game plan you need. And the cherry on top? It's free!

Follow-up: Tap below to sign up!

[BUTTON TEXT: SIGN UP]

Follow-up: (Trust me: I see you. I know you're doing #allthethings. This is my gift to you. You deserve it.)

After button click: That's it! You're all signed up. Can't wait to watch your most bold, audacious [AREA OF EXPERTISE – i.e, "podcast"] dreams come true.

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Template #3
Purpose: Coupon Code

Reel CTA: Think [RESULT – i.e., “learning how to top Amazon’s best-seller list”] might be in your future? Shoot me a DM with [INSERT EMOJI] and I’ll send you a special coupon code for my [OFFER] program!

DM Sequence:

Initial response: Hi there, future [DESIRED OUTCOME - i.e., “best-selling author”or“digital product queen”]!

Follow-up: Here’s the coupon code you requested: [COUPON CODE]. Just enter it at checkout and enjoy the savings!

[BUTTON TEXT: SHOP NOW]

Follow-up: BTW, this coupon code is good for [AMOUNT] off [OFFER – i.e., a specific program, everything in my online store, etc.]. Also, [INSERT EXPIRATION INFORMATION – i.e. ,”it expires on [DATE]” or “it never expires, either!”].

Follow-up (within 24 hours): Hi [NAME]! Were you able to use your coupon code?
Follow-up (within 24 hours): Let me know if you have any questions about [OFFER] or want help choosing the right product for where you’re at in your [TOPIC] journey!

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Template #4

Purpose: Inquire about 1:1 Services

Reel CTA: Good news, [CLIENT OR TOPIC– i.e., “biz owner” or “SEO-curious”] friends! I’m currently taking on [NUMBER] new clients for [TIMEFRAME]. Are you one of them? Comment “[KEYWORD]” and let’s talk.

DM Sequence:

Initial response: Love that you’re looking to [RESULT] in [TIMEFRAME], [NAME]!

Follow-up: I currently have [NUMBER] spots open for [SPECIFIC OFFER OR SERVICE]. Would you like to hear more?

Ifreplies “no”: Okay, no worries! Let me know if you have any questions in the future.
If replies “yes”: Wonderful! Currently, I offer [INSERT SPECIFIC SERVICE(S) DETAILS - i.e., “both done-for-you website copywriting services and one-on-one messaging strategy sessions”]. Do either of those interest you?

If replies “no”: Gotcha! But if you ever find yourself looking for [TOPIC] support, you know who to call. (Or, in our case, DM. ;))

If replies “yes”: Awesome. How about dropping your email below and we can talk specifics about deliverables, pricing, payment plans and more?

After email is submitted: Thanks bunches! Give me a few – or a little more than a few if it’s a weekend or during non-business hours – and I’ll get all the important deets your way. Excited to learn more about your needs!

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Template #5

Purpose: Surprise Special Discount

Reel CTA: I'm hosting a FREE masterclass on [TOPIC] soon – comment "MASTERCLASS" for details!

DM Sequence:

Initial response:

Geeked you're joining us! To gain *official* access to the FREE [NAME] masterclass – and all the need-to-know details – please enter your email below:

[INSERT TEXT INPUT BOX]

After email is submitted: Perfect, you're all in! Follow-up: By the way, you'll only be able to catch this value-packed class inside my [FACEBOOK GROUP NAME]. Not a member yet? Click the button below for instant access:

[BUTTON TEXT: I'M IN!]

Follow-up: Congrats on taking this first v brave step toward transforming your [TOPIC/AREA OF EXPERTISE/DESIRED OUTCOME – i.e., "money mindset" or "online biz with outsourcing"]!

Follow-up: Also, before you go…

Follow-up: I love a good action-taker, so I wanted to toss in something extra fun just for you. Since you said a big, fat yes to the masterclass, I'd also love to extend a special [SPECIAL DISCOUNT OR PROMO] on [PROGRAM] – my signature course all about [DESIRED OUTCOME]. (It's the bee's knees – and wildly transformative – for [IDEAL CLIENT] like you!) You can read all about it and check out some mind-blowing testimonials here:

[INSERT PROGRAM LINK]

Follow-up: You'll notice the automatic [DISCOUNT] is already applied. Just snag it before the timer runs out!

Follow-up: Enjoy – and see ya at the masterclass!

Follow-up (within 24 hours): Were you able to scope out [PROGRAM], [NAME]? Do you have any questions? Let me know – and don't forget about the masterclass on [DATE]! See ya soon!

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Template #6
Purpose: Giveaway

Reel CTA: Does winning [PRIZE DETAILS] sound like [CHOOSE ONE THAT MATCHES BRAND VOICE – #goals / the vibe / the perfect way to kick off the new quarter/season/etc."?] Comment "GIVEAWAY" and I'll send you all the details!

P.S. [INSERT APPROPRIATE T&C TEXT, AS NEEDED – i.e., "This giveaway is not associated or affiliated with Meta."]

DM Sequence:

> **Initial response:** Hi [NAME]!
>
> **Follow-up:** Thanks for your interest in the [NAME] giveaway – where you can snagover [AMOUNT] worth of prizes and special discounts! Here's how to enter:
>
> [INSERT GIVEAWAY DETAILS]
>
> **Follow-up:** Listen, every [IDEAL CLIENT] needs a [FEATURE INCLUDED IN GIVEAWAY – i.e., "Every busy biz owner needs SOPs"]. That's why I'm giving you the chance to nab the absolute *creme de la creme*.

Follow-up: Sound like gravy, baby? Then be sure to follow the instructions above, and don't forget you can also [INSERT ADDITIONAL ENTRY DETAILS] for more entries! Sharing is caring, right?

Follow-up: I'll announce the winner on [DATE] right here on IG, so be sure to check back!

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DM Type: “Story Reply”

Template #1

Purpose: Freebie Delivery (This example is for a pre-recorded workshop series, but feel free to edit so to suit your freebie.)

Story CTA: Comment ‘WORKSHOP’ to get all the goods delivered instantly so you can start watching (and absorbing) all the [TOPIC] goodness in seconds!

DM Sequence:

Initial response: YAY, [NAME]!

Follow-up: Here’s a link to access the FREE workshop you requested, [WORKSHOPNAME and OPTIONAL TAGLINE]:

[BUTTON TEXT: “WATCH VIDEO #1 NOW”]

Follow-up: I think you’ll really love how we dive deep into [VIDEO TOPIC #1 – i.e., “what SEO is and why it matters if you want to book clients without social media.”] Now, go forth and binge!

Follow-up: P.S. Want to receive the series in your inbox, too? Drop your email below
After email address is submitted: Got it! You’re all signed up and should also receive emails with links to the [WORKSHOP NAME] series for easy-peasy access.

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Template #2

Purpose: Promo/Coupon Code

Story CTA: Grab a [PERCENT OR DOLLAR AMOUNT] discount when you comment: [INSERT KEYWORD].

DM Sequence:

Initial reply: Awesome!

Follow-up: Here's the discount code you requested. Just enter [COUPON CODE]atcheckout and you'll nab that incredible [DOLLAR AMOUNT/PERCENTAGE] savings!

[BUTTON TEXT: SHOP NOW]

Follow-up: You'll find programs on everything from [TOPIC] to [TOPIC]. You can even use this code on [PRIVATE COACHING/DONE-FOR-YOU SERVICES, ETC.]!

Follow-up: DM me if you have any problems or questions! [PERSONAL SIGN-OFF, i.e., 'XO" or "To your success! - YOUR NAME"]
(Pro tip: You could adapt this sequence to work for a free bonus with purchase as well. For example: "Here's the link/coupon code to grab your limited-time LIVE copy review when you sign-up for my monthly copywriting membership:")

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Template #3

Purpose: Limited Time Book a Call

Story CTA: Want to [DESIRED OUTCOME – i.e., “get booked on more podcasts”] without [THING THEY DON’T WANT – i.e., “cold messaging random podcast hosts”] this year? Let’s talk about how to make it happen. Comment “CALENDAR” to sign up for your FREE [CALL NAME] Call. Limited availability, babes!

DM Sequence:

Initial response: Oh hey, [NAME]!

Foll ow - up: You’re interested in chatting about [DESIRED OUTCOME], right?

[BUTTON TEXT: YES]

[BUTTON TEXT: NO]

If replies yes: Let’s do it! Here’s a link to my calendar. I’ve blocked out limited dates to talk 1:1 with a few [IDEAL CLIENT DESCRIPTION – i.e., “ladies looking to level up their TikTok strategy in the next quarter”]:

[BUTTON TEXT: BOOK A CALL]

After clicking button: I can’t wait to hear all about your most delicious [AREA OF EXPERTISE] goals! You’ll receive an email confirmation with details about your appointment as well. Talk soon! [SIGN-OFF]

If replies no: Sorry about that! If there’s anything else I can help you with, let me know! [SIGN-OFF]

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Template #4
Purpose: Live Challenge/Webinar

Story CTA: My brand sparkling new [CHALLENGE/WORKSHOP/ETC.], [WORKSHOP NAME] all about [TOPIC / DESIRED OUTCOME] kicks off [DATE/DAY]. Send me the word “[KEYWORD]” to snag a spot

DM Sequence:

Initial response: Ready to [DESIRED OUTCOME], [NAME]?

Follow-up: Grabyour FREE spot in my brand new [CHALLENGE/WORKSHOP/ETC.], [NAME] with a swift click of the button below:

[BUTTON TEXT: SIGN ME UP!]

After clicking sign-up button:
You’re all squared away, [NAME]! Can’t wait to catch ya live on [DATE] at [TIME]!

Follow-up: (And don’t worry – you’ll receive an email confirmation, too!) See ya soon!

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Template #5
Purpose: Giveaway

Story CTA: How does [TEASE PRIZE – i.e., “$500 toward private coaching with me” or “a brand-new iPad pro”] sound? (Chef’s kiss 💪, am I right?) Comment “GIVEAWAY”

for more deets!

DM Sequence:

Initial response: Hi [NAME]! Here are the giveaway details you requested: [GIVEAWAY NAME] is happening now until [DATE] at [TIME]. [NUMBER] lucky winner(s) will receive:

[LIST PRIZES AND VALUES - i.e.,

“– FREE access to my signature mini-course, COURSE NAME

– $500 off ANY private coaching package with me – $50 Amazon Gift Card to buy anything their heart desires”]

Follow-up: Sound amazing? I thought you’d think so! Here’s how to enter:

[INSERT GIVEAWAY DETAILS AND PARTICIPATION DETAILS – i.e.,

“– Follow my account @[USERNAME]

– Follow my fabulous co-hosts account, @ [USERNAME] – Tag two biz besties

minimum in the comments on my post about the giveaway”]

Follow-up: Winner will be chosen on [DATE] and announced via [ANNOUNCEMENT CHANNEL – i.e., “my IG Stories – plus I’ll be sure to send the winner a congratulatory DM, too!”]. *Buena suerte!*

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DM Type: "Story Reaction"

Template #1

Purpose: Freebie Delivery

CTA (optional): Any reaction OR "React to this story with a HEART if you're into learning more about [TOPIC OF FREEBIE or DESIRED OUTCOME]!"

DM Sequence:

Initial response: Thanks for giving my story some love! 💪

Would you like to learn more about [STORY TOPIC]?

[BUTTON TEXT: YES, PLZ!]

[BUTTON TEXT: NO, I'M GOOD]

If replies "yes": Love to hear it! You can snag my FREE [FREEBIE TYPE], [FREEBIE NAME] by clicking the big ol' button below.

[BUTTON TEXT: DOWNLOAD NOW] *(Note:You cansetthisuptodirectlyhave themdownloadthefile,ortakethemtoalanding page.)*

After clicking button:
It's all yours! I'd love toknow what you think, so if you could come back and let me know your #1 takeaway when you're done, I'd be oh-so-grateful!

If replies "no": No prob! Thanks for following along, and hope you stick around for more [TOPIC/AREA OF EXPERTISE] content. (I've got a few reallllllly good posts in the pipeline.)

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Template #2

Purpose: Promotion or Coupon Code

CTA (optional): Love this take on [TOPIC]? Tap the heart below if it resonates!

DM Sequence:

Initial response: I'm over-the-moon you're digging this topic!

Foll ow - up: Just for showing up and sharing your thoughts on my content, I'd love to offer you a discount code for [PERCENTAGE OR DOLLAR AMOUNT] off any one of my digital products. (Yep, you read that right!)

Follow-up: Just use code [INSERT COUPON CODE] at checkout.

[BUTTON TEXT: SHOP NOW]

Follow-up after clicking: BTW, what did you snag? Let me know – I'd love to hear what offer(s) specifically caught your eye!

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Template #3

Purpose: Apply or Inquire for Done-for-You Services

CTA (optional): Serious about [DESIRED OUTCOME – i.e., “ditching one-on-one work to sell digital products”] in [TIMEFRAME – i.e., “2024”]? Swipe up & tap the emoji to learn more about working with me 1:1 to [PROCESS – i.e., “craft a personalized step- by-step strategy to say goodbye to the client work grind”]!

DM Sequence:

Initial response: Yay! I’m so stoked you’re loving my stories. (I love having you here!)

While I have you, mind if I tell you a bit more about [TALK ABOUT WHTAT YOU’RE OFFERING AND/OR WHAT YOU HELP OTHERS WITH – i.e., “what I’m offering these days / how I can help you achieve -insert desired outcome-”]?

[BUTTON TEXT: YES, PLEASE!]

[BUTTON TEXT: NO THANKS!]

If replies “No Thanks”: No worries! Thanks for letting me know. And if you ever do need [AREA OF EXPERTISE] support in the future, I’m your girl. Let’s stay connected!

If replies “Yes, please!”: Cool. You might already know, but I’m a [TITLE] who lives for helping [IDEAL CLIENT DESCRIPTION] tick “[DESIRED OUTCOME]” off their To Do List – even if [OBJECTION]. Right now, I have [NUMBER] slots open for done-for-you [SPECIFIC SERVICE(S)] in [TIMEFRAME/QUARTER/YEAR/ETC.].

Follow-up: If any of that sounds like something you need in your life in [YEAR], I’d love to see if we’re a good fit! Go ahead & sneak a peek at the sales page for my [NAME OF SERVICE/PACKAGE] below, where you can get all the juicy deets and apply to collab:

[BUTTON TEXT: SHOW ME**]**

Follow-up (within 24 hours): Were you able to take a look at the sales page, [NAME]? Do you have any questions? Just let me know–I’m here to answer ‘em!

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Template #4

Purpose: Book a Call (Coaching)

CTA (optional): Want out-of-this-world results like this in your business in [TIMEFRAME]? Swipe up and tap the and I'll shoot over some information on how it all works!

DM Sequence:

Initial response: Hi there, [NAME]!

Follow-up: Justto confirm, you're a [IDEAL CLIENT] interested in [DESIRED

OUTCOME], right?

[BUTTON TEXT: YES]

[BUTTON TEXT: NO]

If replies "no": Oh okay! Most of my content is geared toward [IDEAL CLIENT], but I'd love to hear more about you & what you're all about. If you have a second, type a bit about who you are & what you do, plus what type of content you'd like to see from me, in the box below.
[INSERT TEXT BOX FOR REPLIES]

If replies with information: That's great! Appreciate it–and you!

If replies "yes": Cool! Well, in that case, mind if I tell you a bit more about what I do and how I can help you transform your [TOPIC - i.e., "SEO game this year"]?
[BUTTON TEXT: YES, PLEASE!]

[BUTTON TEXT: NO THANKS]

If replies no: No biggie! If you ever need [TOPIC] help in the near (or far) future, you know who to call. ;)
If replies yes: Amazing! As you probably know, I'm a [TITLE] and helping [IDEAL CLIENTS] achieve [OUTCOME] is my [jam/passion/heartfelt mission on this planet]. Since [YEAR], I've helped [NUMBER] clients go from [WHERE THEY ARE NOW] to [WHERE THEY WANT TO BE]. Right now, I have [NUMBER] spots available to work on [SPECIFIC OUTCOME OR BENEFIT – WHAT IS THE AVAILABLE OFFER ALL ABOUT?].

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Follow-up: I know investing in your [SELF/BUSINESS/ETC.] is a big decision and I don't take it lightly. If any of the above sounds appealing to you, I'd love to talk with you one-on-one about your current challenges and whether my program, [PROGRAM NAME] would make sense for you.

Follow-up: If you're open, why don't we hop on Zoom for a quick chat? Here's a link to my invite-only calendar. Tap below to snag a FREE 15-minute slot to talk with me 1:1 about whether working together would be the right next step for you.

[BUTTON TEXT: BOOK FREE CALL]

Follow-up: Can't wait to talk! (You should receive an email confirmation, too!)

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Template #5

Purpose: Giveaway

Story Reaction CTA: Swipe up and tap the heart to learn more about how to win [INSERT PRIZE DETAILS]!

DM Sequence:

Initial response: Hi [NAME]!

Follow-up: I saw my upcoming (and super epic, if I do say so myself) giveaway caughtyour eye.

Follow-up: Here are a few must-know details:

[NUMBER] oh-so-lucky winner will receive [INSERT PRIZE DETAILS] and [MORE PRIZE DETAILS]

Follow-up: All you have to do to enter is:

[INSERT INSTRUCTIONS ON HOW TO ENTER – WHAT IS REQUIRED FOR ONE (OR MULTIPLE) ENTRIES?]

Follow-up: I'll announce the winner by [DATE] at [TIME] right here on my IG Stories, so keep your peepers peeled! Let me know if you have any questions and good luck !

Follow-up: Also, I have to make sure I say this part, too: [INSERT ANY GIVEAWAY/PROMOTION TERMS AND CONDITIONS]

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DM Type: “Story Mention”

Template #1

Purpose: Freebie Delivery

Story CTA (optional, but encouraged):

If this resonates, be sure to share this story withyouraudience. I mightevensendyou a little special somethin’ somethin’ if you do ;)

DM Sequence:

Initial response: Thanks for sharing, [NAME]!

Follow-up: Since you’re into [STORY TOPIC OR GENERAL AREA OF EXPERTISE], I thought you might also wanna check out my freebie, [NAME OF FREEBIE]. It’s a [FREEBIE DESCRIPTION] for [IDEAL CLIENT DESCRIPTION]. What do you think?

[BUTTON TEXT: OMG yes!]

[BUTTON TEXT: No thanks]

If replies no: No problem. Thanks again for the shoutout!

If replies yes: Great! What’s your best email?

Afteremail is submitted: Perf! I’ll send it right over! Can’t wait to hear what you think!
Follow-up (within 24 hours): Hi again, [NAME]! Were you able to check out [FREEBIE]? What did you think? Any questions?

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Template #2
Purpose: Live Workshop Sign-Up

Story Mention CTA (optional): Share this story with your audience to get an invitation to my upcoming FREE workshop all about [TOPIC]!

DM Sequence:

Initial response: Hi [NAME]!

Follow-up: Thanks for the mention!

Follow-up: Since you're interested in [TOPIC], I thought you might want to hear about asupercool upcoming FREE training I'm hosting all about it. Can I tell you a bit more?

If replies yes: Love it! My FREE workshop [WORKSHOP NAME] is all about [AREA OF EXPERTISE] and is designed just for [IDEAL CLIENT DESCRIPTION]. It's all going down at [TIME] on [DATE] [ON/INSIDE] [INSERT TRAINING LOCATION – i.e., on Zoom, in my private Facebook group].

Follow-up: Want in? Tap below to sign-up and secure your spot:

[BUTTON TEXT: "SIGN UP NOW"]

After clicking landing page link: Your name's on the list! Be sure to add the event to your calendar so you remember to show up live and gain access a super-special offer (although there will be a recording if you can't make it!).

Follow-up: Can't wait to 'see' ya there!

If replies no: All good! You can always check the link in my bio to see what workshops or other free offers I've got up my sleeve. In the meantime, let's stay connected!

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Template #3
Purpose: Promo Code or Special Offer

Story Mention CTA (optional): Tag me in your next Story (or share this Story with your audience) to receive an ultra-special discount code for [OFFER] (which is all about [DESIRED OUTCOME])

DM Sequence:

Initial response: Yay! Thanks for the mention–you're the best!

Follow-up: Honestly, it means so much to me when people share my work and ideas. That said, I'd love to offer you a limited-time discount code for [VALUE AMOUNT] off [WHAT CODE IS GOOD FOR – i.e., any of my digital products, my latest offer, any done-for-you services, etc.] as a little token of my appreciation!

Follow-up: Use code [COUPON CODE] at checkout and you should be good to go! If you have any issues, shoot my team an email at [SUPPORT EMAIL].
(OPTIONAL: You can also redirect them back to your DMs if you have a chatbot set up for customer support.)
Follow-up: Here's a link to [WHERE YOU'RE SENDING THEM – i.e., "my digi-shop packed with money-making tools and templates" or "my newest offer, all about crafting high-impact content for social media"]:

[BUTTON TEXT: SHOP NOW or GO SHOP]

If button is clicked: Hope you got somethin' good, gorgeous! If you don't mind sharing, I'd love to hear what [PRODUCT/OFFER] you decided to snag.

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Template #4

Purpose: Giveaway

Story Mention CTA (optional): Share this story for a chance to win EPIC prizes (like [INSERT PRIZE DETAIL])!

DM Sequence:

Initial response: Thanks for the share! Here are details on exactly how to enter:

1. Follow [INSERT ANY INSTAGRAM ACCOUNTS THEY NEED TO FOLLLOW]
2. Share this story with your followers (and don't forget to tag [INSERT INSTAGRAM HANDLE]!)
3. [INSERT ANY OTHER GIVEAWAY DETAILS]

Follow-up: And just as a reminder (as if you could forget–they're that good!), here are the prizes at stake:
[INSERT PRIZE DETAILS]

Follow-up: I'll pick a winner on [DATE] and announce it right here on IG, in my feed and stories. Good luck!

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DM Type: “Feed Post”

Template #1

Purpose: Freebie Delivery

Post CTA: Want FREE access to my [TOPIC/FREEBIE NAME] workbook? Just comment “WORKBOOK" below this post and I'll send it right over!

DM Sequence:

Initial response: Heythere!Ican'twaitforyoutodigintothe[WORKBOOK TITLE] workbook. Pleaseenteryouremailaddress(andI'llalsodropthedirect link for you here as abackupcopy).

After email addressissubmitted:
Thanks for that! I'll sendtheworkbookovertoyourightaway.Buthereisthe direct link for you to downloaditnow.[INSERTDOWNLOADLINKORFILE]

While you’re here, I’dalsolovetotellyoualittlebitaboutmy[PROGRAMNAME] group coaching program,whichIthinkwouldbeperfectforyou.It'sallabout [INSERT TOPIC] andisanamazingstartingpointifyouneverwantto[THING THEY WANT TO AVOID#1-i.e.,“feelslimysellingintheDMs”],[THINGTHEY WANT TO AVOID #2]or[THINGTHEYWANTTOAVOID#3]everagain.

Follow-up: Would youlikemetosendyoumoreinfoaboutit?

If replies “no”: No worries!Ifyouchangeyourmind,justletmeknowandI'dbe happy to send you thedetailsalongwithaspecialcoupon.Ifyouwouldlikethe coupon, just comment:COUPON-inthemeantime,Ihopeyouenjoythefree workbook.

If replies “yes”: Great! Here is the link [INSERT LINK] where you can find all of the details about [PROGRAM], from exactly what you’ll learn to payment plan information. If you have any questions, please let me know!

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Template #2

Purpose: Coupon Code/Special Offer

Post CTA: Want a FREE copy of the template I mentioned up above? Drop "TEMPLATE" in the comments and I'll DM you the link to download!

DM Sequence:

Initial response: Hi! I noticed you want to check out the [TEMPLATE NAME] template. Pop your email in below and I'll send it your way ASAP. Can't wait for you to dig in!

After email address is submitted:
Thanks for that! I'llsendthetemplate over right away. But here is the direct link for you to downloaditnow,too:

[BUTTON TEXT:DOWNLOADNOW]

Also, before yougo,I'dlovetosendyou a coupon to get [OFFER NAME] for just [DOLLAR AMOUNT].[OFFERNAME] is perfect for [IDEAL CLIENT DESCRIPTION]anditincludes[INSERT A FEW FEATURE DETAILS WITH DESIRED OUTCOME-i.e.,"step-by-step guidance for crafting a juicy Pinterest strategy so youdon'thavetorelyonly on social media for sales this year"]. You can check outalltheofferdetailshere:

[BUTTON TEXT:CHECKITOUT]

Follow up: Wouldyoulikemetosend you the coupon code?

If replies "yes": Togetaccessto[OFFER NAME] for only [INSERT DOLLAR AMOUNT] use couponcode:[INSERT COUPON CODE] - and if you have any questions, pleaseletmeknow!

If replies "no": Gotit,thankyou!Ifyou change your mind about the offer at any time, just let me know.

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Template #3

Purpose: Book 1:1 Service / Book a Call

Post CTA: Want results like this in your life? / Need support sashaying into your [TOPIC/AREA OF EXPERTISE] era with confidence? Comment “DISCOVERY” to set up a FREE 15-minute chat!

DM Sequence:

Initial response: Woohoo! I’m stoked to hear you’re interested in potentially partnering upon [DESIRED OUTCOME – i.e., “transforming your website into a beautiful, high-converting online masterpiece.”].

Follow-up: This is your exclusive invitation to grab a FREE 15-minute Discovery Call to chat one-on-one about your [TOPIC] goals, your biggest challenges & to feel out whether we vibe and I’m the right person to support you. Sound good?

[BUTTON TEXT: BOOK NOW]

After button click: Yay! You should receive an email confirmation of our upcoming appointment shortly. Until then, let me know if you have any questions. Super excited to learn more about your [TOPIC] journey.

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Template #4
Purpose: Affiliate Link

Post CTA: Want to [DESIRED OUTCOME]? Comment "[KEYWORD]" and I'll share my fave [TOPIC TOOL/RESOURCE/ETC. - i.e., "AI-assisted writing app" or "project management app"] with you!

DM Sequence:

Initial response:Yaaas! I've been using [AFFILIATE PROGRAM/APP/ETC.] for [TIMEFRAME] – and I absolutely love it!

Follow-up: Click the button below and you'll get [AFFILIATE DISCOUNT OR DEAL – i.e., "a free 30-day trial], on me. (BTW, this is an affiliate link, just so we're clear – and I may receive a commission if you decide to sign up for one of [PROGRAM/APP/TOOL NAME]'s incredible monthly plans!)

[BUTTON TEXT: GET IT NOW]

Follow-up: I also have a few resources about how I personally use [TOOL]. Would you like to take a look?

Ifreplies"yes": Amazing! Here's a link at my [TOOL] resource round-up: [INSERT URL]

If replies "no": Got it! Let me know if you ever want to scope it out.

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DM TYPE: "INSTAGRAM LIVE"

Template #1

Purpose: Freebie Delivery

CTA (said on Live or pinned in comments): Type [KEYWORD] in the chat for instant accesstomyFREEPDFon[TOPIC].

DM Sequence:

Initial response: Hi [NAME]! I'm so glad you're interested in [TOPIC OR OUTCOMEOFFREEBIE – i.e., "learning how to sell via Instagram DMs" or "writing AI-powered blog posts"]!

Follow-up: Just doublechecking: You want access to [FREEBIE TITLE], right?

If replies "no": Alright! If you ever change your mind, just send me a message and I'll get it your way stat.

If replies "yes": Awesome! Click the download button below and it's all yours!

[BUTTON TEXT: DOWNLOAD NOW]

Follow-up: Want it via email, too? Drop your email below and I'll make sure you get a copy sent to your inbox, too. (Trust me: You'll probably want to reference it again & again. It'll change the way you approach [TOPIC] in all the very best ways.)

After email is submitted: Thanks for that! You should receive it shortly. Also, while you're here, can I share more information about my other [BENEFIT - i.e., "sanity-saving" or "website-traffic-boosting"] products with you, too?

If replies "yes": Cool! You can see all the goods I have available right now at this link: [INSERT LINK].

Follow-up: You'll find everything from [PRODUCT OR TOPIC #1 – i.e., "done-for-you content"] to [PRODUCT OR TOPIC #2 – i.e., "customizable Notion templates"].

If replies "no": Thanks for letting me know! I hope you enjoy the free template and I look forward to connecting with you again soon.

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Template #2

Purpose: Promo or Coupon Code *(Pro tip: This is designed for a specific amount off one offer, but you can also use it to promote a specific amount off everything in your shop or website, etc.)*
CTA (said on Live or pinned in comments): Comment “COUPON” and I’ll send you a special coupon code for [PERCENT OR DOLLAR AMOUNT] off [INSERT PROGRAM OR SERVICE NAME]!

DM Sequence:

Comments "COUPON": WOO HOO! Use coupon code: [INSERT COUPON CODE]to get[PERCENT] off the price of the program. Just tap the button below!

[BUTTON TEXT: GET IT NOW!]

Follow-up: You can also scope out the full sales page and all the details about everything that’s included here: [INSERT LINK] (I think you’ll especially like [INSERT SPECIFIC FEATURE OR BENEFIT]!)

Follow-up: If you have any questions, go ahead & reply here and let me know. Enjoy!
Follow up (within 24 hours): Me again, [NAME]! Did you get a chance to check out [OFFER NAME]? I’m here if you have questions!

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Template #3

Purpose: Apply for or Inquire About 1:1 Service/Coaching

CTA (said on Live or pinned in comments): Curious about how we can work together in [YEAR / QUARTER / OTHER TIMEFRAME] to [OUTCOME THEY DESIRE]? Comment “COLLAB” and I’ll send you the deets!

DM Sequence:

Initial response: Stoked you’re interested in [OUTCOME] together!

Foll ow - up: Click the link below to scope out my one-on-one [SERVICES/COACHING/ETC.] offers.

[BUTTON TEXT: 1:1 OFFERS or LET ME LOOK!]

Follow-up: Want to receive a copy via email, too? If so, pop your email below and I’ll whisk it your way. :)

After email is submitted: Sounds good! Be sure to keep an eye on your inbox, and let me know if you have any questions!

Within 1 day: Just checking in. Were you able to check out the PDF I sent? Did anything catch your eye?

If replies yes: Fab! I’ll be sure to follow up with more information ASAP.

If replies no: Thanks for letting me know! In the meantime, you can always scope out my most-loved free resources at the link in my bio. Let’s keep in touch! XO

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Template #4

Purpose: Book a Discovery Call

CTA (said on Live or pinned in comments): Looking for personalized support while you bringyour[OUTCOME]#goalstolife?Comment “CALL” and let’s set up a time to talk!

DM Sequence:

Initial response: Oh hey, [NAME]!

Follow-up: Click the link below to head straight to my calendar and book a totally FREE15-minute call to chat through whether [OFFER – i.e., “private coaching” or “done-for-you funnel strategy”]- is right for you:

[BUTTON TEXT: BOOK A TIME]

Follow-up: Don’t see a time that works? Let me know and I’ll find a slot that’s convenient for both of us.

Follow-up: In the meantime, want to sneak a peek at my most-loved free resources? (This will give you another taste of my work and vibe!) Just reply yes or no below.

If replies “yes”: Awesome! Love that for us. ;) Here’s a full page round-up of my best resources:

[BUTTON TEXT: CHECK IT OUT]

If replies no: No worries! Excited to talk to you soon!

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Template #5

Purpose: Giveaway

CTA (said on Live or pinned in comments): Want to win over [VALUE] in [INSERT SHORTDESCRIPTION OF PRIZES - i.e.,“prizes,” “digital products straight from moi”]? Comment “GIVEAWAY” to learn how to win! Giveaway runs until [DATE] at [TIME].

P.S. [INSERT APPROPRIATE T&C TEXT, AS NEEDED – i.e., “This giveaway is not associated or affiliated with Meta.”]

DM Sequence:

Initial response: Here’s how to enter (and score some super cool

[prezzies/swag]):

[INSERT GIVEAWAY DETAILS]

Follow-up: On [DATE], I’ll choose [NUMBER] lucky viewers to receive ALL of the following (valued at a whopping [AMOUNT]):
[INSERT PRIZE DETAILS]

Follow-up: Hope to see your name in the running! Let me know if you have any questions.

Follow-up: Also, just for funsies, I’ve decided to offer anyone who commented on today’s Live a special one-time only discount.

Follow-up: I’ve automatically added a [PERCENT OFF] coupon on my digital shop page. Tap the link below, head over to the shop and choose your fave product – for a special discount. It expires at [TIMEFRAME], though, so don’t miss out!
[BUTTON TEXT: GET DISCOUNT]

Follow-up (within 24 hours): Popping in to say thanks again for showing up on my Live yesterday! I also wanted to remind you about the [SPECIAL DISCOUNT] that expires on [DATE]. Here’s a link to the digital shop again:

[BUTTON TEXT: SHOP NOW]

Follow-up: If you have any questions about anything, let me know! Enjoy!

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DM TYPE: "INSTAGRAM DM LIST"

Instagram DM lists are like micro-newsletters for social media. You can offer limited-time or last-minute promos, exclusive content and more. Adding people to your IG List means you can send them a variety of different messages, at any time.

Template #1

Purpose: Newsletter or Exclusive Updates (Initial Subscriber Message)

CTA: Want more [TOPIC] content in your life – or DMs**?** Comment the word "IGLIST" and you'll be automatically subscribed to automatic updates from me – including exclusive content, last-minute (and super juicy) promos and loads more!

DM Sequence:

Initial message: Hello gorgeous [NAME]! I'm so excited you're here!

Follow - up: Thanks for subscribing. As an official member, you'll receive juicy content, friendly reminders, behind-the-scenes sneak peeks and even exclusive (and very valuable) offers from time-to-time.

Follow-up: Also, while you're here…

I'd love to GIFT you my FREE [INSERT FREEBIE TITLE and DESCRIPTION] that will help you [DESIRED OUTCOME]. This is perfect if you're new to my world or [INSERT ANOTHER SPECIFIC SCENARIO – i.e., "you're transitioning from providing services to selling digital products"].

Follow-up: Access it INSTANTLY right here: 👇😘

[BUTTON TEXT: FREE GIFT] or [INSERT URL]

Follow-up: BTW, you can unsubscribe from [YOUR NAME] updates at any time by DMing me the word STOP.

Follow-up (next day): Just checking to see if you snagged your FREE gift? (No worries if not, but wanted to make sure you didn't miss it!) Here's the link again: [INSERT LINK]

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Template #2

Purpose: Last Minute Offer

CTA: Comment “SIGNUP”toget on my exclusive IG subscriber list for a special bonus offercomin’in hot thisweek!

DM Sequence:

Initial message: Popping in because I have a special offer just for you – and just forthenext [TIMEFRAME]!

Follow-up: For a limited time, you can score a very cool [PERCENT] off my signature program, [INSERT OFFER NAME].

Follow-up: Learn more about [OFFER] and check out all the details by tapping the link below. I’ve applied the coupon automatically at checkout just for you!

[BUTTON TEXT: SPECIAL OFFER]

Follow-up: I saw you checked out [OFFER]. Do you have any questions?

[BUTTON TEXT: Yes!]

[BUTTON TEXT: No]

If replies yes: How can I help? Let me know here, or get in touch with my stellar support team @ [SUPPORT EMAIL].

If replies no: Awesome! Hope to see ya inside!

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Template #3
Purpose: Giveaway

CTA: Comment “LISTGIVEAWAY” to get all the red-hot giveaways details sent straight to your DMs for easyaccess. (You’ll also automatically be added to my IG subscriber list, where you’ll receive regular updates, exclusive content and never-before-seen promo, too!)

DM Sequence:

Initial message: Exciting news incoming…

Foll ow - up: m hosting an INSANE giveaway here at [COMPANY NAME] – and asan exclusive member of my IG List, I wanted to make sure you didn’t miss out! Want to join in on the fun – and snag [INSERT PRIZE DETAILS]?

Follow-up: All you have to do is …

[INSERT GIVEAWAY DETAILS – What do they have to do to enter?]

Follow-up: I’ll announce the lucky winner on my IG Stories on [DATE]! You got this!
Follow-up (within 24 hours): Hi [NAME]! Did you enter the giveaway yet? Remember, I’m announcing the winner on[DATE]! Let me know if you have any questions.

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Template #4

Purpose: Early Access Offer

CTA: Comment “IGLIST”to getyour name on my exclusive IG subscriber list and get earlybirdaccess to[OFFER] before anybody else!

DM Sequence:

Initial message: Doors are open – and you’re invited, gorgeous!

I wanted to let you know I’m opening up [OFFER NAME] just for my IG subscribers for the next [NUMBER] [HOURS/DAYS/WEEKS].

Follow-up: Here’s the special just link for you: 👇

[BUTTON TEXT: CHECK IT OUT]

Follow-up: Catch it while you can! And be sure to DM with me any Qs!

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