

# 5 Plug-and-Play Conversation Starters

*Complete mini-scripts – from first message to natural next step.*

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The 30 Hooks Swipe File gives you openers. These five scripts give you the whole conversation: what to send first, what they'll probably say back, how to respond, and how to move toward an offer mention without ever pitching.

Adapt the words to your voice. Keep the structure.

## **SCRIPT 1: They Liked or Commented on Your Post**

**When to use:** within 24 hours of someone engaging with your content.

**You send:** "Thanks for commenting on my post about [TOPIC] – curious, is that something you're navigating in your business right now too?"

**They'll likely say something like:** "Yes! Honestly [TOPIC] has been a struggle this year." (Or a casual "Yeah, great post!")

**You respond: If they shared a struggle:** "I hear that a lot. What have you tried so far?" Let them talk. Ask one more genuine question before anything else. If they stayed casual: "Appreciate that! What kind of work are you doing these days?" – and let the conversation find its own footing.

**The natural transition (only after they've opened up):** "That's exactly the gap I ended up building a simple system around. Happy to share it if it'd be useful – no strings."

**If they say yes:** send the resource or offer a quick chat.

**If the convo stays social:** that's a win too. Relationship banked.

## SCRIPT 2: New Connection Accepted

**When to use:** within a day or two of connecting. This one fails when it smells like a pitch is coming – so make sure one isn't.

**You send:** "Hi [NAME] – glad we're connected. I noticed you [SPECIFIC: niche, recent post, how they describe their work]. What do you enjoy most about what you do?"

**They'll likely say:** A short origin story, usually warm – people love being asked about their path.

**You respond:** React to something specific they said, then: "I love that. How did you end up going down that path?" or "It's always fun hearing people's stories. What's been your biggest focus in your business lately?"

**Let the conversation unfold.**

**If they mention a challenge you solve:** "I've worked through something similar myself. Happy to share a few ideas if it'd be helpful."

## SCRIPT 3: They Watched Your Stories (Repeatedly)

**When to use:** someone keeps showing up in your story views but never engages publicly. Lurkers are warm – they're just shy.

**You send:** "Hey [NAME] – you've popped up in my story views a few times, so I figured I'd actually say hi! How's business treating you?"

**They'll likely say:** "Haha hi! Things are good, busy..." – light and a little surprised. That's normal.

**You respond:** Keep it human: "think that's everyone's answer these days! 😊 What's been taking up most of your time lately?"

*Listen. Stay curious.*

**If they open up:** "That sounds exciting." Or "That's a lot to juggle." Or, "I'd love to hear how that unfolds."

**The natural transition:** If they mention a challenge: "I've learned a few things navigating that myself. Happy to share if it's ever helpful."

**Why this works:** you've converted a silent watcher into a two-way relationship with zero pressure. Even if nothing happens now, they engage more from this point on.

#### **SCRIPT 4: They Asked for Your Resource (or Said Yes)**

**When to use:** someone said, "Sure, send it over." Most people send the link and vanish. The script is for what happens after.

**You send (with the resource):** "Here you go: [LINK]. The part most people skip straight to is [SPECIFIC SECTION] — that's where the quick win is. Let me know what lands."

**Two days later (whether or not they replied):** "Curious — did you get a chance to look at the [SECTION] part? It's the one thing I'd actually do this week if you only do one."

**They'll likely say:** "Yes — loved it!" / "Not yet, it's open in a tab."

**You respond:** If yes: "Love that. What would change in your business if [RESULT THE RESOURCE POINTS TO] were running consistently?" — now they're describing their own gap. If not yet: "Ha, the eternal tab. No rush — it's a 10-minute read. The [SECTION] bit is where I'd start."

**The natural transition:** Once they describe their gap: "That's literally the thing I help people set up. Want to grab 20 minutes? I'll show you what it'd look like for your business. No agenda. If it's not a fit, you'll still leave with next steps."

#### **SCRIPT 5: Reopening a Conversation That Went Quiet**

**When to use:** a warm conversation died 1-3 weeks ago. They didn't say no, they just went quiet.

**You send:** "[NAME]! You crossed my mind today, I saw [SOMETHING RELEVANT: a post, an article, a tool] and thought of our convo about [TOPIC]. How's that going, by the way?"

**They'll likely say:** "Omg I totally meant to reply..." the guilty-warm reopen. Happens constantly.

**You respond:** Take all pressure off immediately: "Zero worries, inboxes are crazy. Where did you land with [TOPIC]?"

**The natural transition:** If it's still unsolved: "Want me to send you the thing I mentioned? Easier than us both, meaning to circle back for another month." If they solved it: "That's great – what ended up working?" (You learn something, and the relationship continues.)

**If they don't reply at all:** one final close-the-loop in a week: "All good if the timing's not right, happy to reconnect down the road. Rooting for you either way." Then rest it. Graceful exits get remembered.

## **THE PATTERN BEHIND ALL FIVE**

1. **Observation** – something true and specific about them
2. **Curiosity** – a genuine question, easy to answer
3. **Listening** – at least one follow-up question before anything else
4. **Permission** – "want me to send it?" not "here's my link."
5. **Grace** – every script has a no-pressure exit that keeps the door open