

# The 3-Step Content → Conversation System

*Turn visibility into real leads – without cold pitching.*

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***You don't need more content. You need more conversations.***

Content creates visibility. Conversations create clients. This guide is the bridge between the two – a simple system you can run in 10–15 minutes a day.

## **Why your content isn't turning into clients**

You're posting consistently. People are watching – liking, viewing your stories, occasionally commenting. And then... nothing.

Here's what's actually happening: your content is doing its job. It's creating visibility and trust. But visibility doesn't pick up the phone. There's a missing step between "they saw my post" and "they booked a call": a conversation.

Most coaches and service providers wait for the lead to start it. Right-fit people rarely do. They lurk, they nod along, they think "I should reach out sometime"... and then life happens.

The fix isn't more content. It's a system for starting the conversations your content has already warmed up.

## STEP 1: Create Conversation-Friendly Content

Not all content invites a response. A polished "5 tips" post gets a like. A post with an open loop gets a reply.

### The 3 ingredients of conversation-friendly content

**1. A specific situation, not a general topic.** General advice speaks to everyone and often connects with no one. "How to reduce stress" is broad. "You finally sit down to relax, and your brain starts making tomorrow's to-do list," names a moment your reader has probably lived through. Specificity is what makes someone think "she's talking to ME," and people respond when they feel seen.

**2. One open question or tension.** Give people an easy way to join the conversation. End a post with something a reader can answer in one sentence. A simple question like, "Has this ever happened to you?" or "What's been your experience with this?" The lower the effort to answer, the more responses you get.

**3. Room for disagreement or experience-sharing.** You don't have to wrap every post up with a perfect conclusion. Share an opinion, a lesson learned, or something you've changed your mind about. "I've realized perfection slows me down more than mistakes ever did," or "I'm curious how other people approach this," invites people to share their own experiences. Perfectly polished posts often leave nothing to say.

**The goal of your content** isn't simply to educate. It's to create opportunities for connection. Content helps people discover you. Conversations help people get to know you.

### Your weekly content minimum

You need less than you think:

- 2–3 posts per week with conversation endings (use the **Content Multiplier GPT** – it's built for exactly this)
- 5 minutes of commenting on YOUR ideal clients' posts, 3–4 days a week

That second one matters more than most people realize. Every thoughtful comment you leave is a conversation already started.

## STEP 2: Start Natural DMs

This is where most people freeze. So let's make it mechanical.

### The trigger list — message anyone who:

- liked or reacted to your post
- commented on your post
- watched your stories more than once
- accepted your connection request
- replied to a comment you left on their content

These people have already raised their hands. A DM from you is not cold — it's a natural continuation.

### The first message formula

#### NOTICE & ASK. That's it.

Reference something real about them or their engagement, then ask a genuine question:

What the first message is NEVER: - a pitch - a link - "I help [niche] achieve [result]..." - "Just wanted to connect!"

The pitch doesn't come in message one. It doesn't come in message two either, unless they bring the conversation there. You're starting a conversation with a human, and humans can smell an agenda from one line away.

### What to actually talk about

Ask about their business, their clients, what's working, and what they're focused on this year. Listen for the moment they mention a struggle your offer solves. When they do, don't pounce — ask one more question about it. **Then, and only then:** "I actually put together something on exactly that — want me to send it over?"

**That's the whole move.** The **5 Conversation Starter scripts** and the **30 Hooks Swipe File** give you word-for-word language for every situation.

## STEP 3: Follow Up Without Feeling Pushy

Most leads aren't lost in the first message. They're lost in the silence after it.

People get busy. Inboxes bury things. Silence rarely means no — it usually means "not right now" or "I forgot."

### The follow-up rhythm

- **Day 1:** initial message
- **Day 3:** light follow-up: "circling back because I know inboxes get chaotic."
- **Day 7:** value follow-up: share something relevant to what they told you
- **Day 14:** close the loop: "all good if now's not the right time — happy to reconnect down the road."

Four touches, two weeks, zero pressure. Then you let it rest. The **Follow-Up Framework** guide breaks down each message type with templates.

### The mindset shift!

Following up isn't bothering people. The person who replied warmly on Tuesday and went silent on Wednesday didn't change their mind about you; they got pulled into their week. **Your follow-up is a kindness:** it saves them the awkwardness of restarting.

## Putting It All Together: Your Daily 10 Minutes

1. Post or engage (2–3 min) — one post, or three thoughtful comments
2. Start 3 conversations (3–5 min) — work your trigger list with the swipe file
3. Follow up (3–5 min) — one light, one value, one relationship message
4. Track (1 min) — log who replied, what they need, and the next follow-up date in your Simple Lead Tracker

That's the system. Visibility → conversations → relationships → clients.

Run it daily for 30 days, and your pipeline stops being random.

## The Starter KIT, mapped to the system

- **Step 1:** Content Multiplier GPT
- **Step 2:** 5 Conversation Starter Scripts + 30 Hooks Swipe File + DM Conversation Coach GPT
- **Step 3:** Follow-Up Framework + Daily Lead Flow Checklist + Simple Lead Tracker

I would love to hear how the system works for you. [DM me on IG](#) or email me at [hello@kmbdigitalinc.com](mailto:hello@kmbdigitalinc.com) to let me know if it's helped you in any way

Warm regards,

*Karrie*