



Hey, its Sam Malsom... Founder & CEO of <https://www.onlinewealthsociety.com/>

Welcome to the **DONE FOR YOU** Permission Based Pitch Script...

This script works fantastically well when doing direct outreach with new social media friends and followers.

Here's **HOW & WHY** it works:

- 1) Its **PERSONAL**. The first message you send is gonna be a **VIDEO MESSAGE**. This makes you stand out in the DMs inbox which increases open rates and replies.
- 2) People hate to be sold to. However, when you ask for their permission before the pitch, you're able to get over the trust barrier quickly.
- 3) The CTA = a link to your VSL (Video Sales Letter) and this acts as the conversion mechanism to get them to book a call or DM you back.
- 4) Follow up is crucial so you can increase qualified booked appointments.
- 5) Creating consistent valuable **CONTENT** will massively help to increase your DM replies.

➔ **DIRECT MESSAGE #1 - SEND AS A DM VIDEO MESSAGE TO STAND OUT IN THE INBOX & BE PERSONAL!**

Hey [NAME] thanks for the [FOLLOW / CONNECTION]

Quick question...

Would you be open to making some insane progress in relation to [BIG BENEFITS / END-RESULT e.g. growing your business to \$10k - \$100k per month]?

I only ask because I have a method that could potentially get you crazy growth in just a couple months. But I don't want to offer you anything or pitch you before I have your permission first, right.

If you want to hear more about that, just send me a thumbs up and I'll send over some info on exactly how my method works.

➔ **DIRECT MESSAGE #2 – Send This If They Positively Reply**

Awesome [NAME]... I've helped my clients [ADD OVERALL CLIENT RESULTS TO BUILD CREDIBILITY & AUTHORITY].

Here's a quick video explaining how my [UNIQUE METHOD / METHOD NAME e.g. C.A.L.V.O Method] works so you can fast-track your results to [END-RESULT].

>>> Add link to your VSL (Video Sales Letter) <<<

➔ **If they don't reply to message #1 send these messages & Follow Up 4 - 7 times.**

Was my video that bad? 😞

Do I have your permission [NAME]?

Hey, are you there?

Hey, did you get my video message?



If they still don't reply send funny meme's to grab their attention to get a reply.
Here's some examples for the business niche...

1 THE "IGNORING LEADS" MEME



DM MESSAGE: Saw this and thought of every business owner ever 😊 Quick question — how fast are you replying to new leads right now?

2 THE "DIY STRUGGLE" MEME



DM MESSAGE: Be honest... is this you right now? 😊

3 THE "BEFORE VS AFTER" MEME



DM MESSAGE: Curious — do you have any automation set up yet or still doing everything manually?

4 THE "MISSED OPPORTUNITY" MEME



DM MESSAGE: This happens way more than people realise — does your business reply instantly or manually?

5 THE "RELATABLE BUSINESS OWNER PAIN" MEME



DM MESSAGE: Late-night replies... guilty or not guilty? 😊



Here's some funny memes to grab attention and get a reply.

1 THE "HONEST CHECK-IN" MEME

JUST CHECKING IN...



HOW'S YOUR DAY GOING SO FAR?

DM MESSAGE: Just checking in...
How's your day going so far? 😊

2 THE "OVERTHINKER" MEME

ME OVERTHINKING



A TEXT I WAS GONNA SEND 5 HOURS AGO

DM MESSAGE: Be honest...
Do you overthink messages too? 😊

3 THE "CONFUSED" MEME

ME TRYING TO UNDERSTAND



HOW SOME PEOPLE HAVE ENERGY FOR 10 THINGS A DAY

DM MESSAGE: How do people do it?
I can barely handle 2 things 😊

4 THE "COFFEE FIRST" MEME

ME BEFORE COFFEE:



DON'T TALK TO ME

DM MESSAGE: Coffee first, always ☕
What about you? 😊

5 THE "CAN'T SLEEP" MEME

ME AT 2AM



THINKING ABOUT EVERYTHING

DM MESSAGE: Night owl or early bird?
I'm definitely the first one 🦉

6 THE "SIMPLE QUESTION" MEME

QUICK QUESTION FOR YOU...



WHAT'S SOMETHING THAT MADE YOU SMILE TODAY?

DM MESSAGE: Just a random question...
What made you smile today? 😊

Hope this training + script helps you.

Talk soon

Sam Malsom

Founder & CEO: <https://www.onlinewealthsociety.com/>

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