FREE GUIDE

The First Sale Message

What to say when you're scared of sounding pushy

by Stacy-Ann · Sales With Stacy-Ann

Hey friend,

You've been posting. People like your stuff. Maybe someone even commented "I need this!"

And then you froze, because every way you thought of selling it sounded pushy.

This guide gives you the exact words. Fill in the blanks, send it, and you're done. It takes about 15 minutes, so it fits after work.

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A fill-in DM and a fill-in email. Page 2.

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Check your words
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Add your next step
One line under your next post. Page 4.

STEP 1

Your fill-in messages

The First Sale DM

Use it when someone comments, replies to your story, or says "I need this."

> Hi **[name]**! I saw your comment on my post about **[topic]**. 💛
>
> It sounds like you're dealing with **[their problem, in their words]**.
>
> I made **[product name]** for exactly that. It helps you **[result]** in **[time]**.
>
> Want me to send you the details?

When she says yes, send this:

> Here you go! **[link]**. It's **[price]**. If you have questions, just reply here.

Why it works: the last line asks permission. Saying no feels easy and safe, which makes saying yes feel easy too.

The First Sale Email

> **Subject:** I made something for **[the problem]**
>
> Hey friend,
>
> **[One real moment, 2 or 3 sentences: when you saw this problem in your life or a follower's.]**
>
> That's why I made **[product name]**. It helps you **[result]**, even if **[their biggest worry, like "you only have 20 minutes a day"]**.
>
> Inside, you get **[thing 1]** so you can **[benefit]**, and **[thing 2]** so you can **[benefit]**.
>
> It's **[price]**, and you can start today: **[Get product name]**
>
> **[Your name]**
> P.S. **[One line on who it's perfect for.]**

STEP 2

Say this, not that

Ten pushy lines, swapped for warm ones that still ask for the sale.

INSTEAD OF		SAY
"Buy now before it's gone!"	→	**"Want me to send you the details?"**
"Sorry to bother you, but..."	→	**"Hi! I thought of you when I made this."**
"It's only $7!"	→	**"It's $7, and you can start tonight."**
"LAST CHANCE!!! 🚨"	→	**"The price goes up Friday at midnight." (Only when it's true.)**
"Link in bio if you're interested, no pressure lol"	→	**"Tap the link in my bio to grab it."**
"This will change your life."	→	**"By day 7, you'll have sent your first offer."**
"Let me know if you have any questions."	→	**"Reply DETAILS and I'll send you everything."**
"I know you're super busy, so..."	→	**"It takes 15 minutes, so it fits after work."**
"Just following up again..."	→	**"Saving this for you in case you still want it: [link]"**
"I'm not trying to sell you anything."	→	**"I'd love to help with this. Here's how."**

The rule behind every swap: be clear, be kind, and make the next step easy. People say yes when they feel safe saying no.

STEP 3

Your next-step line

Most posts end with a lesson and a goodbye. Add one of these to the end of your next post so people know what to do.

For a post or reel

> Comment **[WORD]** and I'll send you **[the specific thing]**.

For a caption

> If you want **[result]**, **[product name]** is in my bio for **[price]**.

For a story

> Reply YES to this story and I'll send you **[the specific thing]**.

Your 15-minute plan for tonight

- [ ] Fill in the First Sale DM with your offer
- [ ] Check your words against "Say this, not that"
- [ ] Add a next-step line to your next post
- [ ] Send the DM to one person who has shown interest

Ready for your first sale?

The First Sale Week walks you through seven evenings, one small step each night, with the words already written. By day 7, you'll have sent your first real offer. It's $7.

Start The First Sale Week →

Rooting for you, friend. Your first yes is closer than it feels. 💛
Stacy-Ann