

DDM

5 COPY-PASTE SCRIPTS

5 DMs That Got Me Clients

WORD-FOR-WORD MESSAGES YOU CAN SEND TODAY —
NO PITCH, NO CRINGE, NO GHOSTING

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2

CLIENTS/MONTH

30 min

PER WEEK

\$0

AD SPEND REQUIRED

Part of the Finder's Stack. Freedom Number → \$100 Challenge → 5 DMs → First \$500 Playbook.

On Instagram? DM me the word CLIENTS to get this sent to you automatically.

THE PROBLEM

Why 99% of DMs Get Ignored

You already know what you can do. You have skills. You have value to offer. But every time you think about reaching out—sliding into someone's DMs, pitching your service, asking for the work—something stops you. Because you've seen what that looks like. The desperate pitch. The copy-paste blast. The "hey I help businesses like yours" opener that screams *I need money*. You don't want to be that person.

That resistance is costing you clients. Not because DMs don't work—they absolutely do—but because the version of DMs you're picturing *doesn't*. There's a completely different approach. One that doesn't feel like selling at all. I learned it the hard way.

I spent two years in my in-laws' basement figuring this out. Laptop, LinkedIn, zero warm audience, and a lot of bad ideas. I sent 47 DMs in one week during my worst stretch—zero replies. I tried the pitch-dump, the compliment-then-ask, the copy-paste blast. Nothing. Then on a Tuesday I sent one message that was different. A former colleague replied within an hour. We got on a call. She became a \$1,400 client. I went back and looked at what I'd done differently. That's where these five scripts came from. Across 600+ DM conversations tracked over 14 months, these are the structures that worked.

I still remember the notification when she confirmed. A \$1,400 transfer from someone I'd written off as "a contact." I sat in that basement and felt something shift—not just relief, but certainty. The method worked. And if it worked once, it was a system.

THE REAL REASON DMS WORK (OR DON'T)

1. YOU LEAD WITH YOUR OFFER.

Nobody wakes up wanting to be sold to. If your first message is about your service, you've already lost.

2. YOU MAKE IT ABOUT YOU.

"I help clients with X and Y." They don't care yet. Make the first message entirely about them.

3. YOU SOUND LIKE A TEMPLATE.

One specific detail about them signals you actually looked. Without it, you're noise.

The insight that changed everything: getting clients isn't about having an audience. It's about having the right message for the right conversation. Your next client is already in your phone. These scripts are how you unlock them.

The DM That Turned a 3-Year Ghost Into a \$2,600 Referral

Use when: Someone you know but haven't talked to in 3+ months— former coworker, classmate, old client, friend-of-a-friend. You had a real relationship once. This message reopens it without being weird about the gap.

THE SCRIPT — COPY THIS

Hey [Name], I was just [thinking about our conversation about X / saw your post about Y / heard about Z you accomplished] and wanted to reach out.

Genuinely, how's [the business / the new role / the project]? Last I heard you were [thing you actually know about them]. Would love to catch up.

No agenda—just been meaning to reach back out for a while.

WHY IT WORKS

I used this on a guy I hadn't spoken to in three years. He replied in four minutes. We caught up for real—no pitch, no ask. Two weeks later he referred me to a client worth \$2,600. The "no agenda" line disarms everything. The specific reference ("last I heard you were...") proves you remember them as a real person. Most people respond because it feels genuine. It is.

What to do after they reply

Respond warmly. Catch up for real. Ask 2–3 genuine questions about them. After the second or third exchange, you can naturally mention what you've been building: *"I've actually been doing [service/skill] on the side—it's been going really well. Let me know if you ever know anyone who needs [result]."* The ask is soft and referral-shaped, not a pitch.

SEND IT NOW — NAMES YOU CAN RE-ACTIVATE THIS WEEK

Open your contacts right now. Write down anyone you haven't talked to in 3+ months who you once had a real connection with.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

NOTES — WHAT WILL YOU SAY IN THAT FIRST RE-ACTIVATE MESSAGE?

The DM That Got a \$3,200 Reply From a Complete Stranger

Use when: Someone you follow or admire who doesn't know you well yet—but you've seen something about their business or situation that you can genuinely help with. You're leading with a free insight, not a pitch.

THE SCRIPT — COPY THIS

Hey [Name], I've been following your work on [specific thing]. Noticed something that might be worth a quick look—wanted to share it with no strings attached.

[1–3 sentences of the actual insight, observation, or resource. Be specific.

Examples: "Your pricing page buries the main offer below the fold—most visitors miss it." / "I saw a tool last week that solves exactly the problem you posted about."]

Thought it might be useful. Hope the [launch / project / quarter] is going well.

WHY IT WORKS

I tracked this across 200+ cold DMs over a year. When I led with a generic compliment, maybe 1 in 10 replied. When I led with something specific and immediately useful, roughly 6 in 10 did—even complete strangers. The difference wasn't the message length. It was whether I'd actually looked. One DM I sent about a podcast episode a stranger had posted led to a \$3,200 project. It started with two sentences about their work, zero about mine.

The follow-up (3–5 days later)

If they respond, continue the conversation. If they don't, send one follow-up:

"Sent you a note last week about [the insight]. Wanted to make sure it didn't get buried. No worries if it's not the right time—just thought it might be helpful."

After one follow-up, move on. Your reputation is worth more than any single client.

YOUR INSIGHT — WHAT CAN YOU SHARE TODAY?

Write one genuine insight, tool, or observation you could share with someone this week. Be specific — not “marketing tips” but exactly what you noticed and why it matters:

WHO COULD THIS HELP? — 3 PEOPLE YOU COULD SEND THIS INSIGHT TO:

1. _____
2. _____
3. _____

The One Ask Most People Are Too Proud to Send

Use when: You have a past client, satisfied contact, or anyone who's seen your work and helped (even informally). In my pipeline, referral conversations converted in roughly half the time of cold outreach—because trust transferred. Most people never ask. That's your edge.

No past clients yet? Use this with anyone who's watched you learn—a classmate, a manager, a friend who knows what you're building. The "genuinely enjoyed working with you" line can become "whose opinion I respect."

THE SCRIPT — COPY THIS

Hey [Name], hope things are going well! I've been expanding the [work / service / side project] and wanted to reach out to people I've genuinely enjoyed working with.

I'm looking for [2–3 of my ideal clients this month]. The people I do best work with usually [brief description: run small businesses / freelance / want to build extra income].

Does anyone come to mind? Even a quick intro via DM would mean a lot—I'll make sure they're taken care of.

WHY IT WORKS

You're not asking them to buy—you're asking them to *give*. People love helping people they like. The specific count (2–3 this month) makes the ask concrete rather than open-ended. "I'll make sure they're taken care of" is the line that usually gets the reply—it tells them their reputation is safe.

Variation: right after you deliver results

"I just wrapped up [project] and got them [specific result]. While I have momentum, I'm taking on 2 more clients this month doing the same thing. Know anyone who might be a fit?"

Use this variation right after a win. The result is fresh. The timing creates urgency.

YOUR REFERRAL LIST — PEOPLE WHO'VE SEEN YOUR WORK

List people who have worked with you, watched you learn, or know what you're building. These are your best referral sources.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

NOTES — WHAT RESULT WILL YOU MENTION WHEN YOU REACH OUT?

How to Revive a Dead Conversation Without Looking Desperate

Use when: You had a promising conversation that went quiet. They didn't say no—they just stopped responding. Life got in the way. This message revives it without pressure or apology.

THE SCRIPT — COPY THIS

Hey [Name]—no worries at all, I know things get busy. Just wanted to circle back on [what you discussed].

Since we last talked, I [brief update: took on another client in this space / finished a project with a similar result / had a new idea that might be relevant].

Still happy to help if the timing is better now—or if something changed, just let me know. Either way works.

WHY IT WORKS

“No worries at all” is doing most of the work. The reason people ghost isn't usually disinterest—it's guilt. They feel bad about going quiet, so they avoid. You've just given them permission to re-engage without shame. The update shows momentum. “Either way works” removes all pressure and almost always prompts a reply, even if it's just to say not right now. That's useful data.

THE GOLDEN RULE OF FOLLOW-UP

One follow-up after silence is professional. Two is persistent. Three is harassment. Send one, wait a week, send one more if you genuinely believe in the fit. Then move on. The ones meant to work with you will come back—sometimes months later—if you didn't burn them.

CONVERSATIONS THAT WENT QUIET

List conversations that had real potential but went silent. These aren't lost — they just need one non-pushy message.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

NOTES — WHAT UPDATE WILL YOU SHARE TO SHOW MOMENTUM?

The 15-Minute Ask That Skips Every Sales Conversation

Use when: Someone already knows your work, has seen your content, or has been in your orbit for a while. This is the only script where you lead with an offer—and it *only* works after trust already exists. Do not use this as your first message to anyone.

THE SCRIPT — COPY THIS

Hey [Name], I've been thinking about you specifically for something I'm doing.

I'm working with [2–3 people / a small group] who want to [specific outcome] in the next [timeframe]. Based on [something specific about them: the challenge they posted about / the goal they mentioned / the stage they're at], I think you'd get a lot out of it.

Would you be open to a 15-minute call this week to see if it's a fit? No pressure either way.

WHY IT WORKS

"I've been thinking about you specifically" is the most powerful phrase in this doc. It signals intention, not desperation. The 15-minute ask is low-commitment—almost everyone says yes to 15 minutes from someone they trust. "No pressure either way" removes the last objection. The one thing that determines whether this lands or reads like spam: *the specific reference*. "Based on [what I actually know about you]" is the linchpin. Vague equals ignored. Specific equals booked.

Heads up: Once these scripts start getting replies, you'll need to know what to say next—the offer conversation, the pricing discussion, the close. That's exactly what the *First \$500 Playbook* covers. We'll get there at the end.

WARM PROSPECTS WHO ALREADY KNOW YOU

List people who follow your content, have engaged with your work, or have been in your orbit long enough that a direct offer wouldn't come out of nowhere.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

NOTES — WHAT SPECIFIC THING DO YOU KNOW ABOUT EACH PERSON THAT MAKES THEM A FIT?

YOUR SYSTEM

How to Use These Without Burning Your Relationships

People with full client rosters aren't luckier than you. They have a system. This is yours now.

Scripts are starting points, not straitjackets. Copy the structure. Make the words yours. The goal is to sound like you—a more intentional, more confident version of you—not like a script.

WHICH SCRIPT FOR WHICH SITUATION

DM 1 (WARM RE-ACTIVATE):

You know them. Haven't talked in 3+ months. Start here.

DM 2 (VALUE-FIRST):

You don't know them well. Lead with something useful.

DM 3 (REFERRAL ASK):

They've seen your work. Ask for an intro, not a purchase.

DM 4 (REVIVE):

A conversation went quiet. Bring it back without pressure.

DM 5 (DIRECT OFFER):

They already know you. Warm only. Never cold.

The Weekly DM Ritual (30 minutes)

MONDAY

3 Warm Re-Activates or Referral Asks

WEDNESDAY

2 Value-First messages to people you've been watching

FRIDAY

Follow-ups on stalled convos. 1 Direct Offer if a warm prospect is ready.

8 DMs per week. 32 conversations started in a month. At the reply rates I tracked (around 40% when using the right script for the right person), that's 12–13 real conversations. Even converting 2 of those to clients at \$300–\$500 each is \$600–\$1,000 in a month. From 30 minutes a week.

3 RULES THAT PROTECT YOUR REPUTATION

RULE 1: NEVER PITCH IN THE FIRST MESSAGE.

Not once. The first message is for them, not for you.

RULE 2: ONE FOLLOW-UP, THEN LET GO.

How you handle a no determines if they'll ever say yes later.

RULE 3: TRACK EVERYTHING.

What you don't measure, you can't improve. Use the tracker on the next page.

START TODAY — BEFORE YOU CLOSE THIS PDF

Pick one name from your contacts right now. Set a 5-minute timer. Send DM #1. That's it. You just started. Come back and log it in the tracker.

The people who get clients from this PDF are the ones who send the first DM within 24 hours of reading it. Don't be the person who reads it twice and waits for the perfect moment.

YOUR TRACKER

30-Day DM Tracker

Fill in as you go. The goal isn't to close everyone—it's to stay consistent. Consistency beats intensity every time.

#	Name	Script	Date	Reply?	Next Step / Notes
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					

Total sent:

Replies received:

Clients gained:

Income generated:

What to Say When They Write Back

The script got them to reply. Now what? These are the 4 most common responses and exactly how to handle each one:

“Thanks! Things are great, what have you been up to?”

Answer genuinely. Share a real update about what you're building. Keep it conversational. After 2–3 exchanges, naturally introduce your work: *“I've actually been working with people on [skill] lately—it's been going really well. Let me know if you ever know someone who could use help with [specific outcome].”*

“What exactly do you do?”

Best reply you can get—they're asking you to pitch. Use your one-sentence offer: *“I help [specific person] get [specific outcome] in [timeframe] without [pain].”* Then: *“Would it be worth 15 minutes to see if I can help you do the same?”*

“I'd love to but I don't have the budget right now.”

Don't negotiate price. Instead: *“Completely understand. Would it be okay if I checked back in [timeframe]? And in the meantime, here's something that might be useful for free”* — share a resource. Plant a seed.

“Not interested.”

Respect it immediately: *“Totally—appreciate you letting me know. No hard feelings at all. Hope things continue to go well.”* Full stop. Never push back. How you handle a no is how they remember you.

THE ONE MINDSET SHIFT THAT CHANGES EVERYTHING

You're not trying to close a deal in a DM. You're trying to start a conversation that leads to a call that leads to a client. Most people skip the middle. That's why they fail. Relationship first, revenue second. In that order, it always works.

YOU'VE GOT THE SCRIPTS. NOW BUILD THE INCOME.

These DMs Start Conversations. The \$500 Playbook Closes Them.

Now that you have replies coming in, you need to know exactly what to say next—the offer conversation, the pricing discussion, the close. The First \$500 Playbook is the word-for-word system for turning those DM conversations into your first \$500 using skills you already have.

*Every week you wait is roughly half a client you didn't get.
The conversations are already in your phone.*

COMMENT FIRST ON MY LATEST POST

I'll send you the First \$500 Playbook instantly—**free**. No cost. No catch. Just the next step in the system.

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Finder's Stack: Freedom Number → \$100 Challenge → 5 DMs → First \$500 Playbook