



SCRIPTS (DMs, POSTS, EMAILS)

RULE #

Don't sound like a salesperson. Be natural, curious, and helpful.

SIMPLE DM SCRIPTS (BEST CONVERTING)

SOFT OPENER

Hey! Quick question — are you happy with how your website is performing right now?

PAIN-BASED FOLLOW-UP

I've been talking to a lot of business owners lately and most are either not getting leads or their site is outdated. Curious if that's something you've run into?

TRANSITION

I work with a team that rebuilds sites and handles everything — no tech headaches. Happy to share details if you want.

 **CLOSE**

Want me to send you a quick overview or connect you with them?

 **AI SOLUTION DM**

Quick question — do you ever miss calls, texts, or messages from potential customers?

(Wait)

There's a tool I've been working with that responds instantly and books appointments automatically. It's been a game changer for businesses.

 **FACEBOOK POST (SOFT SELL)**

I've been having a lot of conversations with business owners lately and one thing keeps coming up...

Most websites aren't actually bringing in leads.

Either they're outdated, slow, or just not converting.

I'm working with a team that fixes that completely — done-for-you, no tech stress.

If you've been thinking about updating your site or just want feedback on what you have, feel free to message me.

 **FACEBOOK POST (DIRECT)**

If your business isn't getting leads from your website, it's costing you money.

We help businesses fix that with fully done-for-you websites that actually convert.

If you want a quick look at what that could look like for your business, message me.

EMAIL SCRIPT

SUBJECT:

Quick question about your website

BODY:

Hi [Name],

Quick question — are you currently getting consistent leads from your website?

A lot of businesses I've spoken with recently either have outdated sites or ones that aren't converting at all.

I'm working with a team that handles everything end-to-end — design, structure, optimization — all done for you.

If you'd like, I can share a quick overview or connect you directly.

No pressure at all.

Best,
[Your Name]

“LAZY MODE” SCRIPT (VERY IMPORTANT)

For connectors who won't overthink:

Hey — I work with a team that helps businesses improve their website and get more leads. Want me to connect you?

OBJECTION HANDLING (SHORT + SIMPLE)

“I already have a website”

Totally — most people do. The real question is whether it's actually bringing in leads consistently.

? “I’m not ready right now”

No worries at all — when would be a better time to revisit it?

? “How much is it?”

It depends on what you need, but I can get you a quick quote or overview.

FINAL SECTION (MOTIVATION)

👉 You don’t need to be perfect

👉 You don’t need to know everything

You just need to:

- ✓ Start conversations
- ✓ Be consistent
- ✓ Keep it simple