

# The Business

Designed for a coaching business focussing on supporting women aged 35+ who are Perimenopausal, Menopausal or Post Menopausal but can be adapted accordingly to suit and fit your ideal client.

## New Followers - DM Script

After you have followed accounts you will normally find that a certain percentage of those accounts will follow back. When this happens please address the below to support you with what to do next:

*You Follow – They Follow Back – You Open A Dm To Their Account – You Type The Following:*

**YOU:** Hi (insert their name), thanks for following my page, it means a lot when busy people like you take time out of your busy day to do that.

If there's anything I can help you with, please let me know as my DM's are always open.  
Are you here to learn for yourself and your own health?  
(your name)

**Note:** *You can set up shortcuts in Instagram or on your iPhone to pre-type the message, then all you need to do is enter the shortcut you set e.g. DM1 and it will autogenerate the typed message. I hugely suggest you set this up as an action today with the above typed out ready to go. This will make your life a lot easier and mean we can cover more ground.*

You may get a reply from them saying thanks, please acknowledge it with:

**YOU:** You're very welcome, I'm here to help (insert emoji) are you open to chatting together here?

*If however, they reply and the conversation progresses please see the next message you should send to them (again I would set this up a shortcut under DM2)*

THEM: Yeah sure (they may share what's challenging them just now)

YOU: Fabulous, thank you, so i can help you best can you share your biggest struggle or challenge just now?

THEM: Yeah sure (they share what's challenging them just now)

YOU: Thank you for being open with me on that I really appreciate it. I also want you to know that you're not alone with felling this way.

YOU: So if everything were to go to plan over the next 6-12 months, where do you want to be? Where do you see yourself in that timeframe?

THEM: I'd like xxx

YOU: Fabulous, thank you for being open with me on that I really appreciate it. What do you think will be the biggest thing holding you back from getting there? Be honest, this is a judgement free zone that I promise you.

THEM: I think it will be xxx

YOU: Thank you for answering all of that and I just want you to know you're not alone with any of it. This is exactly where I come into your journey and support you.

YOU (send straight after the above in a separate message) I'm very happy to jump on a quick 10-15 minute call in the next couple of days and put a plan of action together to see what's possible over the coming 3-6 months. If after that you want me help, and I think you'd be a good fit for my coaching style, perfect, we can look at working together and getting the ball rolling quickly. If we're not a good fit, of you can't see the value in working with me, that's not an issue at all. You'll at least have an action plan to take away from that session. How does that sound?

THEM: Sounds great

YOU: Perfect.

I'll pop the link to my diary below, simply click through and pick a slot that works for you.  
<https://link to diary>

If you can let me know once you have and I'll confirm the slot with you at my end.

THEM: That's me booked in for xxx

YOU: Amazing, Really excited to chat to you. If you need anything in the meantime, just message.

\*\*my advice is to have all of these messages saved into notes on your phone if you are unable to set up the short cut links as DM1, DM2, DM3 and so on.  
You may find you want/need to tweak some of them from time to time and adding in your personality is always advised.

## **Polls**

Putting a poll up on your stories is a great way to build interaction and lead opportunities. Always reach out to anyone who votes.

The message flow is pretty much identical to the above flow, apart from the first message, it's tweaked slightly for the poll:

YOU: Hey (insert their name) Thank you for voting in my recent poll.

Are you happy if I ask you a couple of questions to see if I can help you?

(now revert back to the messaging flow above)