

MONEY

**SELL BY CHAT**

**OPEN WITH  
BOARDS WHEN  
YOU'RE BORED!**

This discussion and worksheet will help you turn Instagram and LinkedIn followers into leads.

You will be ready to immediately apply this training to warming leads.

# SELL BY CHAT

## When using DMs to sell by chat...

Install Boards on your phone and in your browser (Chrome)

Always be on your phone so you can open with all new followers / commenters ASAP and nurture them night and day

Hit send after every thought / sentence - no paragraphs!

Show engagement and responsiveness - *you're not a bot! you're safe!*

### OPEN conversation

#### APPEAR

*First last!*  
*Thx for commenting on my post.*  
*Appreciate it.*

### QUALIFY contact

#### THE GAP

*How're your emails selling right now and where would you like them to be?*

### CONVERT to call

#### NEXT STEP

*What's your best #?*  
*No worries - lemme get my calendar link*

### OPEN

*Love your IG.*  
*How long have you been in email marketing?*

### OBSTACLE

*What would you say is keeping your emails from performing like that?*  
*What have you tried so far?*

### INVITE

*Here's my calendly:*

### THIS / THAT

*Do you work alone or do you have a team?*

### OFFER HELP

*I've got some ideas.*  
*Would you like to talk?*

### CONFIRM

*Did that link work for you?*  
*Cool - I see you're in!*





