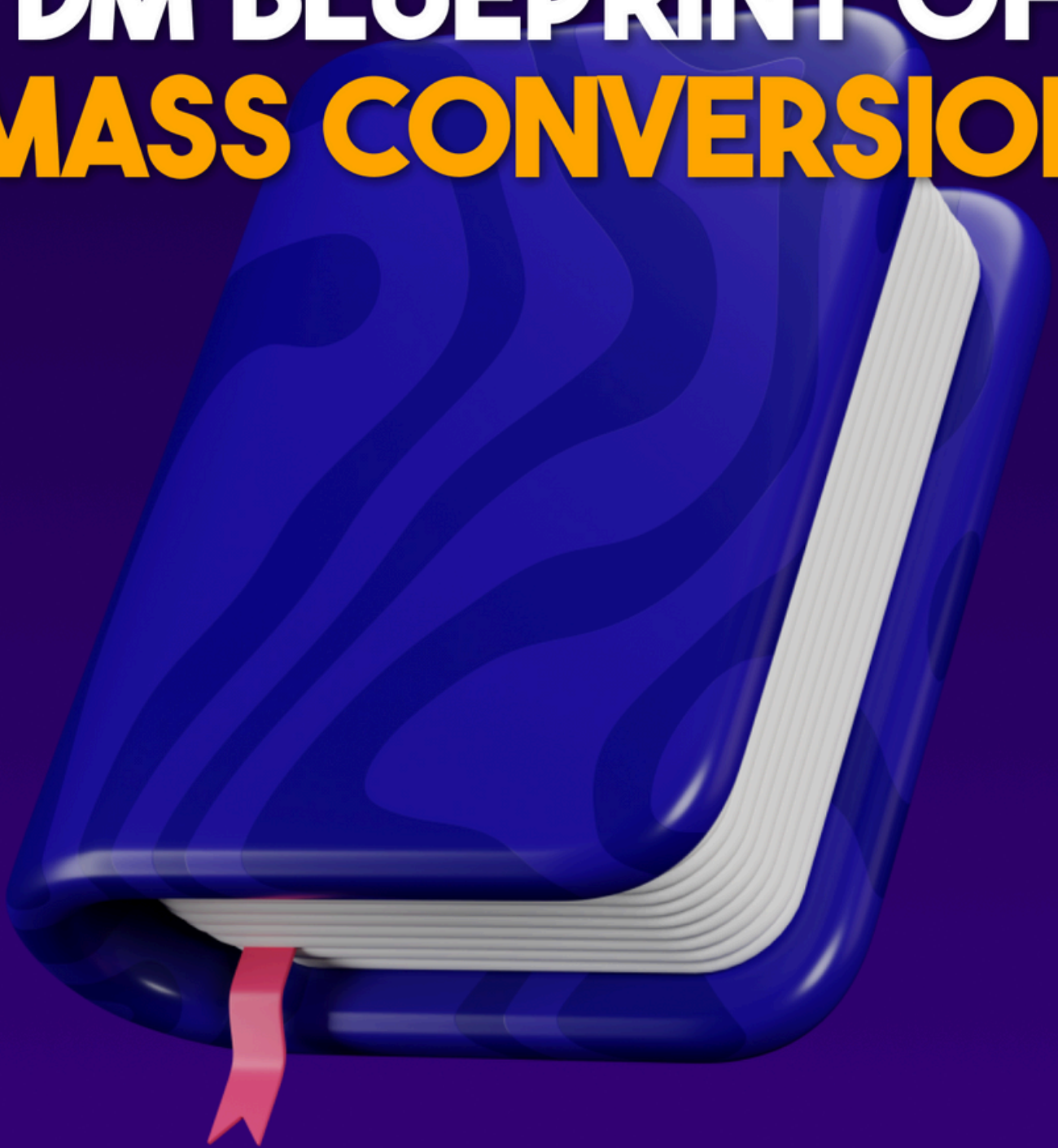# DM BLUEPRINT OF
MASS CONVERSION

How To Get Strangers On Social Media Want To Buy Your Stuff

DM BLUEPRINT OF MASS CONVERSION

"How to get strangers on social media to want to buy your stuff"

Jan Sechovsky, CEO of JScaling

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DISCLAIMER:
Do not read if you don't want so many clients that you can't even handle!

Start Here

Hello there, I am Jan!

If you are reading this, that means that you truly want to level up your Outbound Game, love it!

In this brief e-book, we'll cover all of Cold DM's. And when I say everything, I mean it. I mean truly everything.

This book was made just for one simple reason:

TO GET YOU MORE APPOINTMENTS/CLIENTS!!

Nothing more

This is why this book is special. I don't want to overwhelm you with useless distractions and actions.

That's not my style honestly, but I will provide you with the only necessary steps & nothing else. I value your time. That's why I'll get straight to the point. I won't just walk around the hot mess as everyone does with their 'FrEe eBOoks'.

So thank you for taking the time to read this

IMPORTANT: only one thing that I have to say before you start diving into this book. Read it in order and in full. Otherwise, it won't make sense. So, don't skip around like a goldfish!

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Cardinal Rules Of Outbound

Consistency always beats talent!

When doing anything, we need first to adopt the right mindset & set of principles, so let's dive straight into them, here is a list of **13 cardinal rules** that we use in outbound:

1. THE MAIN RULE OF OUTBOUND: ITS ALL ABOUT CONSISTENCY

Consistency always beats talent. Do not ever stop under any circumstances, ever! Even if your situation now is a complete hell on earth, never stop with the amount you set yourself to do daily. This is a commitment!

2. VOLUME

Volume is the main thing. When building outreach systems you should constantly be asking yourself:
'How can we double the volume'
'How can we 5x - 10x the volume of this?'

3. FOLLOWUPS

Follow-up is the next main thing. Cold, and warm alike. You'll find most of your appointments booked after 5-8 follow-ups on warm prospects. Most of your replies come on the 2nd or 3rd cold FUP..

4. RESULT

The result is the next main thing. NEVER talk about the details of your service or product. ALWAYS talk about the result. Focus on the solution, the future they want. Never get into the nitty gritty from an outbound perspective.

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5. POC vs Scale

You can only scale what is proven. Outbound results are fractal. If you can't book any meetings sending 200 emails or messages, you won't book any sending 200,000.

The first rule of outbound is to establish a proof of concept, once you have that, you can scale.

Proof of concept can be established by closing at least 3 clients with your offer.

6. Quantity vs Quality

Don't get locked into thinking you have to send a high-volume, low-quality message, and likewise don't think you have to send a low-quality, high-volume message. Do both.

7. Never Become Desperate To Outsource

Outbound is painful, but you should NOT be desperate to outsource it. VAs & setters are attractive because they alleviate pain, but this is NOT a reason to hire. No one will care about it and do it like you, so unless you're consistently booking calls, do it yourself.

8. Add Your Touch (Thinking vs Copying)

People who blindly copy and paste our stuff will struggle. You must add your own spin to everything we teach, even if it's just tweaking it a tiny bit. Do NOT monkey-see, monkey-do.

Use our scripts as models and frameworks that you tweak. Don't blindly copy and paste.

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9. Be Vague!!

Keep your outbound messaging vague, and never overshare details (pricing, etc). Curiosity is one of the driving forces of human behavior. People schedule to learn about your offer and product. If you tell them everything, they'll have less reason to schedule.

Less is more!

10. Outreach Lag

In outbound, the work you do today is the result you get in 2-4 weeks. There is a lag between sending messages/emails/calls and booking calls.

11. Doubt Conditioning

You must condition doubt or fear out of your mind. Whenever you have a thought or a feeling that 'this isn't going to work' or 'I bet no one will reply' or similar, you must open your phone/email/tablet and DO MORE OUTREACH. Meet doubt and fear head-on with action, even if it's 3 AM.

12. Lead Quality Mindset

Reach out to and schedule everyone, regardless of how qualified they 'seem'.

If you are not making 500k+/mo, you don't deserve to judge your prospects!

You must be shouting out loud: "Jan, that's so many rules"

Yeah, I know, would you rather remember 13 rules or don't get appointments?

I guess you'd rather remember them. So, think about them constantly. Print them out and reread them before you send your outreach!

LET'S MOVE ON:D

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System Overview

Systemise anything that you can!

Now we are finally getting into some meaty stuff...

This section will be key. If you don't get it the first time, I suggest rereading the chapter.

When we want to do any Outbound (Think of outreach), we need to have a system in place that we can use. Without a system, we are screwed, because we're just doing random things and we can't really tell what works & what doesn't

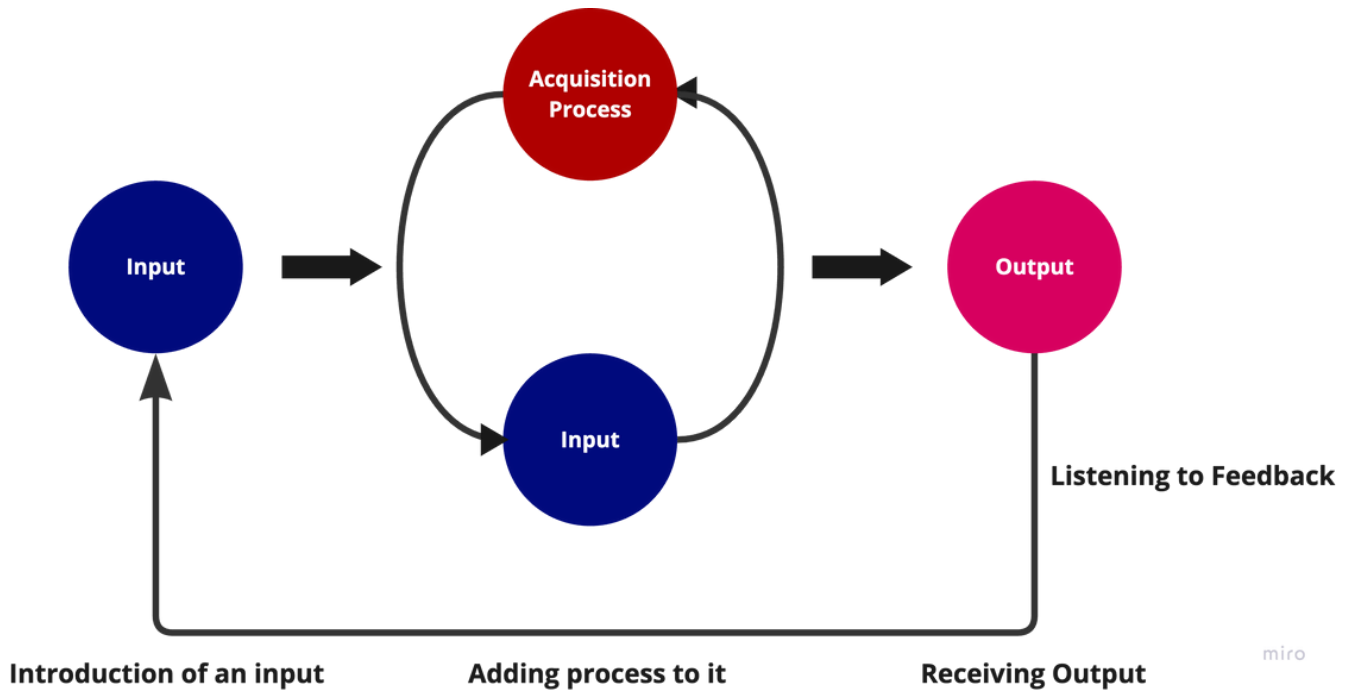This is why I want to introduce to you **The Cold DM System of Mass Conversion>>**

I used this system with my clients & students, and let me tell you, it's nothing short of incredible. We first need to apply something called **Hegel's dialectic** to this thing

It's an equation that can resemble anything in the universe. It's a 4 step scientific process to achieving anything.

Biology...

Unexpected right??

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Acquisition Process

Input

Input

Output

Listening to Feedback

Introduction of an input   Adding process to it   Receiving Output

miro

This is the equation, so let's put some description on it!

- **Input:** Leads, Social Media Profiles
- **Process:** Our Process For Conversion
- **Output:** Appointments
- **Feedback:** Feedback in the form of metrics

In this universe, anything can be achieved by putting inputs into this system and adding some processes (like a daily routine, AI software, meditation, etc.). Then, we get some output (usually health, leads, etc.). We listen to the feedback and improve based on our satisfaction.

The key here is to add/change 1 variable at a time. If we don't, the whole equation will basically just break

Example: You want to get a girlfriend/boyfriend

You start by talking with more girls/boys. You try what to say. You get rejected or kissed. If you get slapped, you need to change what you say, etc.

Understand that this equation can be applied everywhere in the universe!!!

Now that we understand the equation of everything (Hegel's Dialectics), we can move on to our 4 step process for getting appointments, YAY!

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┌──────────────┐     ┌──────────────┐     ┌──────────────┐     ┌──────────────┐
│ Initiated (A)│────▶│ Engaged (B)  │────▶│Calendly'ed(C)│────▶│  BOOKED(D)   │
└──────┬───────┘     └──────┬───────┘     └──────┬───────┘     └──────────────┘
       │                    │                    │
┌──────▼───────┐     ┌──────▼───────┐     ┌──────▼───────┐
│  Permission  │     │    Native    │     │  Send Event  │
│   message    │     │  Evergreen   │     │              │
└──────┬───────┘     │     VSL      │     └──────┬───────┘
       │             └──────┬───────┘            │
┌──────▼───────┐     ┌──────▼───────┐     ┌──────▼───────┐
│   FUP1(A)    │     │ Permission   │     │   FUP 1 (C)  │
└──────────────┘     │  to Send     │     └──────┬───────┘
                     │  Calendly    │            │
                     └──────┬───────┘     ┌──────▼───────┐
                     ┌──────▼───────┐     │   FUP 2 (C)  │
                     │   FUP 1(B)   │     └──────┬───────┘
                     └──────┬───────┘     ┌──────▼───────┐
                     ┌──────▼───────┐     │   FUP 3 (C)  │
                     │   FUP 2 (B)  │     └──────┬───────┘
                     └──────┬───────┘     ┌──────▼───────┐
                     ┌──────▼───────┐     │   FUP 4 (C)  │
                     │   FUP 3 (B)  │     └──────┬───────┘
                     └──────┬───────┘     ┌──────▼───────┐
                     ┌──────▼───────┐     │   FUP 5 (C)  │
                     │   FUP 4 (B)  │     └──────┬───────┘
                     └──────┬───────┘     ┌──────▼───────┐
                     ┌──────▼───────┐     │   FUP 6 (C)  │
                     │   FUP 5 (B)  │     └──────┬───────┘
                     └──────┬───────┘     ┌──────▼───────┐
                     ┌──────▼───────┐     │   FUP 7 (C)  │
                     │   FUP 6 (B)  │     └──────────────┘
                     └──────┬───────┘
                     ┌──────▼───────┐
                     │   FUP 7 (B)  │
                     └──────────────┘
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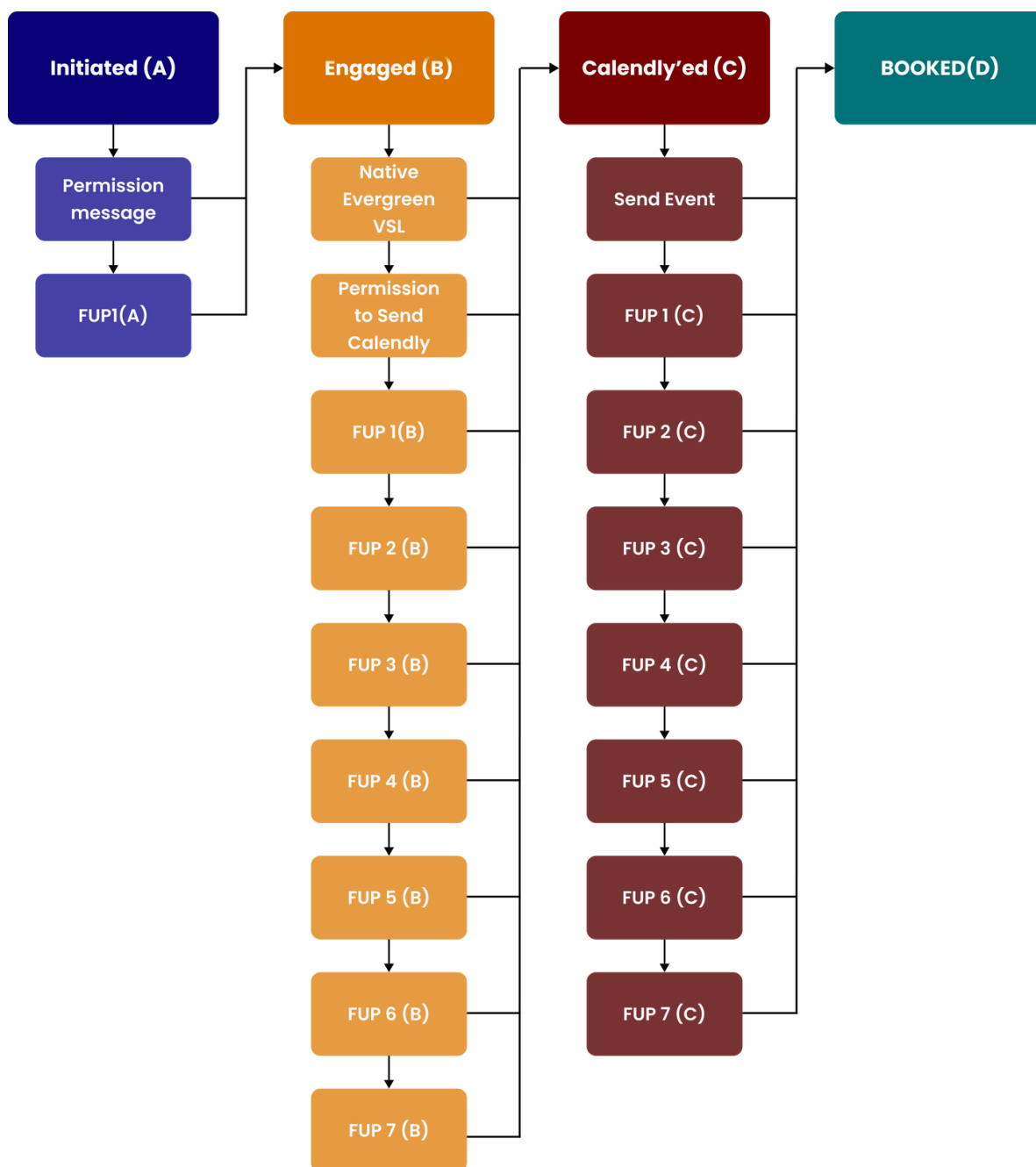
Here it is in its full beauty, isn't it beautiful😫??

Sorry got carried away there, Anyway, this is the whole process. It consists of 4 stages:

- **Initiated(A) -** This is when you reach out to cold, for the first time
- **Engaged(B) -** When the Initiated prospect agrees to be pitched
- **Calendly'ed(C) -** When the Engaged is sent a calendly link
- **BOOKED(D) -** When the Calendly'ed prospect books a call through the link

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I honestly think that this is super easy to understand..

You basically take a lead(Cold) through the warming process. Then, you let them decide if they want to hear what you have to offer.

So your question might be, why the hell are we asking them for permission to pitch them?

It's simple. It's more ethical. More people will respond. People will like you more because you don't pitch bomb them at the start.

As a business owner, you should know from your experience that the most annoying thing that you can get in your inbox is a person who straight away talks about why is their stuff the best option for you...

Disgusting, no wonder they don't have the conversion rates that they want to have. This way of pitch bombing people, you can be sure to get a 1-way ticket to spam.

What platforms will we use?

Good question, these following ones:

- **Facebook**
- **Instagram**
- **LinkedIn**
- **X/Twitter**

This system works on almost every single platform honestly. There are just a few limitations with platforms such as X, and Instagram. We'll go through them at the end of this book.

The most success was on LinkedIn, Instagram, and X. That's where I got the most results for me and my clients.

Now we know our system and its platforms. We can move to the longest but most rewarding part of this book!

Let's move on😄

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Message Configuration

Let's create the right stimuli for our prospects!

Welcome to the Lab🥼🧪

This is where the fun begins. By completing this process, we can officially call ourselves the '**Outbound Alchemists'.** Finishing this chapter will put you 99 times ahead. You'll be ahead of anyone who just copies a cold DM script! This is truly unique & it will crush your competition and make you **tons of money**💸

So, we will create the messages. They will take our prospects through the Outbound Conversion System that we introduced earlier.

We will be configuring the messages for the following stages:

1. **(Nothing->A)** Nothing -> Initiated
2. **(A->B)** Initiated -> Engaged
3. **(B->C)** Engaged -> Calendly'ed
4. **(C->D)** Calendly'ed -> BOOKED

Each of these stages needs different stimuli. So, to move our prospect from A to B, we'll need different stimuli than to move him from C to D.

PS: Stimuli = Thing that gets somebody to take certain action

IMPORTANT: Do not monkey see, monkey do the stimuli that I am going to show you as an example. If you copy it word for word, it won't work for you!!!!!!

Let's begin the creation part🎨

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Stage 1: (Nothing->A) Nothing -> Initiated

Stimuli Needed:

- Content, Profile, Community(CTA, Group to join, a giveaway, profile, post)

Stage 2: (A->B) Initiated -> Engaged

Stimuli Needed:

- Permission Message (Video or Voice note) **(Create HERE)**.
- Permission Message FUP Chain (3x)**(Create HERE)**.

Stage 3: (B->C) Engaged -> Calendly'ed

Stimuli Needed:

- Native Evergreen VSL **(Create HERE)**.
- Engaged FUP Chain (7x)**(Create HERE)**.

Stage 4: (C->D) Calendly'ed -> BOOKED

Stimuli Needed:

- Calendly Link & Schedule Encourager**(Create HERE)**.
- Calendly'd FUP Chain (x7)**(Create HERE)**.

Each of these messages has a Create Here link, this link will take you to a Google doc, in which you'll have instructions on how to create these messages! Make sure you do these, before you move forward

To make sure you have everything in one place visit this: **(Create HERE)**

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Metrics & Tracking

Numbers don't lie

Welcome to Metrics Section📈📊

In this section, I will focus on explaining different metrics that we track & also I'll give you a perfect tracker for each platform that you can use or give to your VA's

MSR

- Media Seen Rate (measures how many people see the initial Permission Message we send).

PRR

- Positive Reply Rate (measures how many people send a thumbs up (or similar positive message) to our Permission Message).

Variables that impact PRR:
- Quality of your profile
- Content of permission message
- Delivery of permission message
- Trojan horse FUP message content & delivery (voice note)

CSR

- Calendly Sent Rate (measures how many people send a thumbs up (or similar positive message) to our Evergreen Native VSL).

Variables that impact CSR:
- Offer contained in your evergreen VSL
- Speed of response
- Content of evergreen native VSL
- Engaged FUP Process content & consistency

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ABR

- Appointment Booking Rate (measures how many people schedule an appointment overall in response to being initiated).

Variables that impact ABR:

- All of the above
- Calendly availability & configuration
- Calendly'd (C) FUP sequence content & consistency

Key Performance Indicators

We use key performance indicators to measure the performance of certain parts of our DM Sorcery Systems and the system as a whole.

MSR KPI - 60% (Minimum!)
PRR KPI - 6% (Minimum!)
CSR KPI - 3% (Minimum!)
ABR KPI - 2% (Minimum!)

Secondary Metrics

There are other metrics we can track and use. I call them 'secondary' metrics.

A-MSR (Initiated to media seen rate) 60%
MS-BR - (Media seen to positive reply rate) 10%
B-CR- (Positive reply to calendly sent rate) 50%
C-DR (Calendly sent to booking rate) - 66%

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Metric Assessment

Whenever assessing metrics, go straight to the top.

If ABR is in KPI, change nothing.
Likewise, if PRR is in KPI, change nothing about the Trojan Horse Permission Message (even if MSR is 'bad').

For example, you could accomplish an ABR of 4% with a MSR of 8%. Change nothing!
For example, you could accomplish a PRR of 6% with a MSR of 9.5%. Change nothing here!

If you want more appointments, it's better to pump more volume into a 'sub-par' system than to try improving it. For example: Say I'm sending 100 messages a day, with a 2% ABR and 10% MSR, and let's say I want to double the amount of appointments I book. Instead of figuring out how to double my MSR, it's easier (and much less risky) to double the amount of messages I send.

Once a proof of concept is discovered, look no further for shiny objects and just scale the life out of the system. 100 messages a day at a 1% ABR = 20 appointments a month = 3-5 clients/month.

Metric & Prospect Tracking Sheet

Make a copy of the below spreadsheet and use it to track your prospects.

GOOGLE SPREADSHEET (linked **here**)

Notes on how to use the sheet:

- Never delete a prospect
- Zoom out on your browser
- Log every single prospect
- Bookmark the sheet, you'll be using it every day
- Cross out prospects once they move from letter to letter (A->B->C->D)
- If someone isn't interested after a certain point, cross them out and mark them red
- Have a different sheet for each different platform you use

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Daily Tracking SOP

The daily SOP for DM Sorcery is very straightforward and must be followed twice per day, once in the morning and once in the evening.

Here's the SOP: **SOPS**

Testing Volume

To measure the effectiveness of your Trojan Horse Permission message, at least 60 people need to have **seen** it.

To measure the effectiveness of your Evergreen Native VSL, at least 30 people need to have **seen** it.

If out of KPI on PRR, CSR or ABR, don't make any changes until the above has been achieved (60 permission messages seen, 30 evergreen native VSL's seen). Anything less than this and the data isn't valid.

It will take on average 2-8 weeks of consistent sending at a reasonable volume (100+ a day) to find a proof of concept that allows you to book meetings at scale. Be sure to focus on building the system from the ground up, and don't start trying to run multiple tests at once.

That was a lot of information, so I hope you pay attention. Because if you're not, believe me that this won't work for you at all!!

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Platform Specialisation

SOP = Ease in setting systems up

Welcome to Platform Specialisation 📈📊

In this section, we'll take a look at each platform, its rules & how to overcome some.

Picking Platforms

You need to use your knowledge of your niche to decide which platform(s) are going to be best to reach out to. For example, I can tell you for a fact that gym owners aren't receptive to LinkedIn messages at all.

Considering your niche, which social platforms are they most likely to hang out and be active on? If you pick the wrong platform it can be game over.

Platforms can include:

- Facebook
- LinkedIn
- Instagram
- Twitter *
- TikTok *
- Skool *
- Reddit *
- Pinterest *

* We've not used these before, so won't be providing SOPs, but that doesn't mean they don't or won't work. They'll work provided your niche is there, active, and 'findable'.

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Platform Dynamics

There are 5 things we must consider for each platform.

1. **Profile** - how should we configure our profile for optimal appointments?
2. **Leads** - how do we find leads (connections, friends, profiles to follow, etc)?
3. **Limits** - how many new messages can we send per day per account?
4. **Content** - what sort of content should we be posting while doing DM Sorcery?
5. **Warming** - how should we behave for the first 1-2 weeks of a new account?

Each platform has a resource with video instructions on how to use it.

Send any setters you hire the google doc instructions of the platform(s) you pick.

Facebook

See the resource & video instructions here: **Click Here:**

LinkedIn

See the resource & video instructions here: **Click Here:**

Instagram

See the resource & video instructions here: **Click Here:**

-

Each resource contains video & doc instructions on how to configure profiles, find leads, warm accounts, etc.

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Wow, this was a wild ride, right?

I hope you enjoyed this e-book, and believe me, if you take seriously every step that I told you in this book, you'll get **f&$k tons of appointments!!!**

PS: If you are at a point where automation & scale of this is a bigger priority, my services do just that & much more. If you liked this system, we have 5 more like it. They are even better than this one. The best part is that these systems are automated, so scaling is easy. Would you like to learn more? Check out this page. It has all the details about what we do for our clients at JScaling.

CHECK THIS OUT IF INTERESTED

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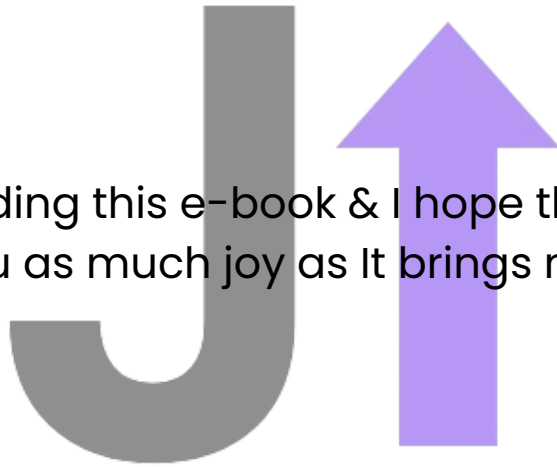
Thank you for reading this e-book & I hope that it has brought you as much joy as It brings me