

The DMs Into Clients Workbook

By the end you'll have a high-ticket offer with a price and a promise, a Reel that makes the right people comment, DM scripts that get a yes to a 20-minute call, a call plan that asks for the sale, and four numbers to track each week.

FREE WORKBOOK 14 PAGES ABOUT 50 MINUTES

WHAT YOU'LL HAVE AT THE END

- ✓ One offer sentence with your price, how they pay, and the promise behind it
- ✓ A Book a Free Call page checklist and three Reels, each with a comment keyword
- ✓ DM and follow-up scripts ready to copy and send, plus a lead tracker
- ✓ A 20-minute call plan with answers to the three common objections, and your weekly numbers

INSIDE

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YOUR NAME

START DATE



By Jason O'Dell, founder of RiseForIt. Goes with the free guide [Turn Instagram DMs Into High-Ticket Coaching Clients](#).

STEP 1 OF 6 · LEARN IT

Write your offer sentence and price

"Online coaching" is not an offer, and nobody pays a high price for something they can't picture. If you DM people before this is clear, you will end up cutting your price to close.

HOW TO DO IT

- 1 Pick your pond: one group your own story and proof can win, like new moms or men who quit the gym three times.
- 2 Write the result they want, the time frame (90 days or 12 weeks works), and who it's for. Put it in one sentence: Get [who] [result] in [time].
- 3 Work backward: list what a client does each week, like a custom plan and a weekly check-in.
- 4 Set your floor: what you want to earn a month, divided by how many clients you can coach well at once. Price the result, not the hour.
- 5 Collect cash up front, or in two or three set payments with a signed agreement. Add real stakes, like coaching free until they hit the result if they did their part.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Pond: desk workers over 40 with knee pain.

Offer: Get desk workers over 40 squatting without knee pain in 12 weeks.

Each week: a custom plan, 3 workouts, one check-in on Sunday.

Floor: \$6,000 a month goal divided by 12 clients I can coach well = \$500 a month.

Price: \$1,500 up front, or 3 payments of \$500 with a signed agreement.

Promise: If you do your part and you're not squatting without pain by week 12, I coach you free until you are.

After: a monthly plan to keep going.

Your turn on the next page →

STEP 1 OF 6 · YOUR TURN

Write your offer sentence and price

My pond: the one group my story and proof can win

My offer sentence: Get [who] [result] in [time]

What a client does each week

1.

2.

3.

4.

My floor: monthly income goal divided by clients I can coach well at once

Do the math

Monthly income goal (\$)

What one client pays a month
(\$)

Fill in both boxes.

My price and how they pay (up front, or 2-3 set payments with a signed agreement)

My promise and the stakes behind it

☐ You're done when you can say your offer, price and promise out loud in under 20 seconds.

STEP 2 OF 6 · LEARN IT

Set up your page and plan three Reels with keywords

The best DMs start in your content, not in your outbox. Without a keyword at the end of each Reel, people watch and scroll away, and you're left sending cold DMs that rarely sell a high price.

HOW TO DO IT

- 1 Build a simple mobile page: who you help, what they get, and one button that says Book a Free Call. Put the link in your Instagram bio.
- 2 Plan three Reels: one about who you are, one about how you think, and one you love making.
- 3 Make each one a gift: one painful problem your pond has, your real fix, and proof you're the one to hand it over.
- 4 End each Reel with: "Comment [KEYWORD] and I'll send you [free tool]." The tool is small and useful, like a 3-move warm-up.
- 5 Pick a posting routine you could keep on your worst month. Film one longer video a week and cut it into short Reels.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Page: "Desk workers over 40: squat without knee pain in 12 weeks." What you get, then one Book a Free Call button. Link in bio.

Reel 1 (who I am): why I coach people who sit all day. Keyword: KNEES. Send: my 3-move warm-up.

Reel 2 (how I think): why skipping squats makes knee pain worse. Keyword: SQUAT. Send: a box squat progression.

Reel 3 (one I love): a 5-minute desk-break routine. Keyword: DESK. Send: the routine as a short video.

Routine: film one longer video on Sunday, post Tuesday and Friday.

Your turn on the next page →

STEP 2 OF 6 · YOUR TURN

Set up your page and plan three Reels with keywords

My Book a Free Call page

- ☐ Who I help, in one line
- ☐ What they get each week
- ☐ One button: Book a Free Call
- ☐ Looks right on my phone
- ☐ Link is in my Instagram bio

My three Reels

Reel	Painful problem	My fix	Keyword	What I'll send

My first Reel and its keyword

My posting routine (days, and when I film)

- ☐
You're done when your page link is in your bio and all three Reels have a problem, a fix and a keyword.

STEP 3 OF 6 · LEARN IT

Write your DM scripts

If you pitch in the DM, they say no to the price before the result is real to them. The DM has one job: a yes to a call, not a yes to the price.

HOW TO DO IT

- 1 Reply to every comment or Story reply the same day. Open with what they did, not your offer, and end with one question.
- 2 Ask where they are, one question at a time. Let them type. The more they write, the more they trust you.
- 3 Ask where they want to land. Copy their answer word for word. It's what you'll sell on the call.
- 4 Invite them to a 20-minute call with two set times, not an open question. Don't mention price in the DM.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Opener: "Hey Sam, saw your comment about knee pain on squats. What happens when you try them now?"

Where they are: "How long has this been going on?" Then later: "What have you tried so far?"

Where they'll land: "If we fixed this in 90 days, what would be different for you?"

Sam: "I could pick up my daughter without wincing and get back to lifting."

Call invite: "I can tell you exactly what I'd do for you. It's easier on a quick 20-minute call. Does tomorrow at 6 or Thursday at noon work?"

Your turn on the next page →

STEP 3 OF 6 · YOUR TURN

Write your DM scripts

Step 1: my opener

Hey first name, saw your comment / Story reply about what they said.
One question about what happens now ?

Step 2: where they are (send one at a time)

How long has their problem been going on? ... What have you tried so far?

Step 3: where they want to land

If we fixed their problem in time frame, what would be different for you?

Step 4: the call invite

I can tell you exactly what I'd do for you. It's easier on a quick 20-minute call. Does
day at time or day at time work?

The two call times I'll offer this week

☐

You're done when all four scripts are written in your own words and saved where you can paste them from your phone.

STEP 4 OF 6 · LEARN IT

Set up your lead tracker and follow-ups

Most leads go quiet because life got busy, not because they said no. Without a schedule you either forget them or chase them for weeks.

HOW TO DO IT

- 1 Write every hand-raise in the tracker the day it comes in. Ask where they found you and write it down.
- 2 Copy where they hurt and where they want to land in their own words.
- 3 If they go quiet, follow up the next day, then three days later, then a week later.
- 4 Give something with every follow-up, like a tip or a short video answer to their question.
- 5 After the third follow-up, stop and keep posting. Many people come back when the timing is right.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Tracker: Sam / Reel 1, KNEES / "knee aches every squat, quit the gym twice" / "pick up my daughter without wincing" / follow up Wed

Next day: "Hey Sam, here's a 30-second video of the first warm-up move. Try it before your next squat."

3 days later: "Quick tip: try a box behind you so you only squat as low as feels okay."

A week later: "Here's how I'd set up week one for your knee. Still happy to walk you through it on a call."

Then: stop, keep posting, watch for Sam's next comment.

Your turn on the next page →

STEP 4 OF 6 · YOUR TURN

Set up your lead tracker and follow-ups

My lead tracker

Name	Found me from	Where they hurt (their words)	Where they want to land	Next step and date

Follow-up 1: the next day

Hey first name, here's tip or short video for their problem. One line on how to use it.

Follow-up 2: three days later

Quick one, first name: another tip. Let me know how it goes.

Follow-up 3: a week later

Hey first name, here's how I'd start on where they want to land: one useful step. Happy to walk you through the rest on a quick call.

Useful things I can send in a follow-up

- _____
- _____
- _____
- _____
- _____

☐ You're done when every current lead is in the tracker with a next step and a date.

STEP 5 OF 6 · LEARN IT

Plan your 20-minute call

Without a plan you talk in circles and give away the moon. My first sale, to Miss Gertrude, took about two hours of talking; I went from horrible to mediocre to great by doing the reps, and a plan on paper makes every rep count.

HOW TO DO IT

- 1 Before the call, read where they hurt and where they want to land from your tracker.
- 2 Spend most of the call asking questions and repeating their words back. Sell the vacation, never the steps in between.
- 3 Then give them the result, the time frame, the price and the promise. Then ask for a yes.
- 4 "I need to think about it": ask "Totally fair. What part are you thinking through?"
- 5 "It's too expensive": go back to what they want and add value, like an extra check-in. Keep the price. "I need to talk to my spouse": book a short second call with both before you hang up.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Where Sam hurts: "My knee aches every squat. I quit the gym twice."

Where Sam wants to land: "Pick up my daughter without wincing and get back to lifting."

Questions: What's the knee stopped you from doing? What happens if it's the same a year from now?

Offer: "You said you want to pick up your daughter without wincing. In 12 weeks we get you squatting without knee pain. It's \$1,500, or 3 payments of \$500. If you do your part and you're not there, I coach you free until you are. Want to start Monday?"

Add value instead of a discount: an extra check-in each week for the first month.

Your turn on the next page →

STEP 5 OF 6 · YOUR TURN

Plan your 20-minute call

Questions I'll ask before I say anything about the program

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

My offer, in order

You told me where they hurt, and you want where they'll land. In time frame we get you result. It's price, or payment plan. If you do your part and you're not there, your promise. Want to start day?

My objection answers

They say	What it usually means	What I'll say

The value I'll add instead of cutting my price

- ☐ You're done when you can read your offer script out loud and end it with a question that asks for a yes.

STEP 6 OF 6 · LEARN IT

Set your weekly numbers

Nobody can promise you five clients this week, but you can start five real conversations today. If you only watch views, you can't tell where leads drop off or what to fix.

HOW TO DO IT

- 1 Use the calculator: clients you want this month, your close rate and your show-up rate. If you don't know your rates yet, guess, then fix them after week one.
- 2 Each week, write down conversations started, calls booked, calls that showed up and clients closed.
- 3 Divide each number by the one before it. The lowest one is your next fix.
- 4 Write down why people said no, then change one to three things.
- 5 Grade yourself against your own last week, never against someone else's page.

EXAMPLE: MAYA, AN IN-PERSON TRAINER IN A COMMERCIAL GYM

Goal: 3 clients. Guess: 1 in 3 calls close, 2 in 3 booked calls show up.

So: 9 calls that show up, about 14 calls booked.

Week 1: 20 conversations, 6 booked, 4 showed, 1 closed.

6 of 20 booked (30%). 4 of 6 showed (67%). 1 of 4 closed (25%).

Lowest is closing. Most said "I need to think." Next week I ask "What part are you thinking through?"

Daily: start 4 new conversations with people who commented or replied.

Your turn on the next page →

STEP 6 OF 6 · YOUR TURN

Set your weekly numbers

Work backwards from the clients you want

New clients you want

Your close rate on calls (%)

How many booked calls show up (%)

Fill in all three boxes.

My four numbers each week

Week	Conversations started	Calls booked	Calls showed	Clients closed

Why people said no, and the 1-3 things I'll change

New conversations I'll start each day

☐
You're done when you know how many calls you need this month and how many conversations you'll start each day.

THE PLAN

Your next 7 days

Do one small thing a day. By day 7 you'll have real conversations and calls on your calendar.

YOUR ANSWERS, IN ONE PLACE

Offer

Reel 1

Call times

Daily conversations

ONE SMALL JOB A DAY

Day	Do this	Done	Notes
Day 1	Put your offer sentence and your Book a Free Call link in your Instagram bio.	☐	
Day 2	Film one longer video and cut your first Reel. End it with your keyword.	☐	
Day 3	Post Reel 1. Answer every comment and DM the same day with your opener script.	☐	
Day 4	Start your daily number of conversations with warm leads. Log each one in your tracker.	☐	
Day 5	Offer your two call times to every lead who told you where they want to land.	☐	
Day 6	Send every follow-up that's due, each with a tip or short video. Post Reel 2.	☐	
Day 7	Run your calls with your offer script. Write down your four numbers and one thing to change.	☐	