

the 5-line dm that fills a cohort

Warm people only. Commented on your posts, replied to a story, took something with you before, asked you a question once. If they've spoken to you, it's warm, and this only works warm. Ten names is plenty.

THE FIVE LINES

- 1 Something real**
hey NAME, keep seeing your comments on my TOPIC posts ...
proof you're not pasting. Can't write it? They're off the list.
- 2 The thing**
i'm running a live CLASS, starts DATE, small group ... concrete
beats clever.
- 3 Why them**
thought of you because SPECIFIC TRUE REASON ... the line
most people skip, and the one that gets replies.
- 4 The ask, as a question**
want me to send you the details? ... permission to share, not a
pitch. Tiny ask, easy yes.
- 5 The out**
no pressure at all if the timing's wrong ... the line that does all
the work.

WHY THE OUT WORKS

Pressure is why DMs feel gross, for both sides. The moment someone smells a corner, they look for the exit, and "let me think about it" is the exit. The out removes the corner, so they actually consider the thing.

You have to mean it. If a no offends you, no script can save you.

IF THEY GO QUIET

One bump, once, about five days later:

hey, class starts monday so wanted to make sure this didn't get
buried. totally fine either way!

Then stop. Forever. The out was real.

FILLED IN: GUITAR TEACHER

TO A REPEAT COMMENTER

hey marcus, keep seeing your comments on my practice
routine posts

so i'm finally running a live beginner blues class, starts
sept 2, keeping it under 10 people

thought of you because you mentioned being stuck on the
same three chords for months

want me to send you the details?

no pressure at all if the timing's wrong, class will run again

WHEN THEY SAY YES

One message: date and time, length, price, what they'll leave
able to do, signup link. Then one question back: **"anything
you'd want me to make sure we cover?"** Their answer improves
the class and deepens the yes.

THE RULES THAT KEEP IT HONEST

- **Never send two identical messages.** Lines 1 and 3 get
rewritten per person, or this is spam with extra steps.
- **True reasons only.** If line 3 is invented, they can tell. You
always can.
- **No fake scarcity.** "Small group" only if it's actually small.
- **Warm only.** Sending this cold is a different, worse strategy
wearing this one's clothes.

No price, no link, no pitch in the first message. The details come after the yes. You're not selling a course in a DM, you're opening a
door for someone who already likes you.