

MFS DM Setter Script

Version 2 · October 2026 · Part A is the script for every platform. Part B is the SOP and follow-up cadence for each platform.

Part A. The Script (all platforms)

Adapt to the prospect's tone. Do not paste lines word for word. No dashes in anything you send.

1. Conversation Starter and Financial Qualification

"Could you share what you're currently working on or needing help with in regards to buying your own apartments?"

"Makes a ton of sense. Btw, everyone's situation is unique so I want to make this as relevant as possible for you. What's your annual household income?"

2. Dynamic Discovery Based on Their First Answer

Connect to whatever topic they mentioned.

If they said something about finding deals:

"Ok so looks like your income isn't the problem. Curious then, what's the biggest challenge you're running into with ____ right now?"

If they said something general ("I want to get ahead" / "fix everything"):

"Ok so looks like your income isn't the problem. Curious, if you could fix one thing first, what would it be?"

3. Stretch the Gap

After connecting on the initial topic: acknowledge their issue, then use the probe that makes the most sense.

- How long has [pain] been a problem?
- Curious, what have you done to solve [problem]?
- What's been the hardest part with [problem]?
- What's been frustrating about that? Like what do you wish you had help with?
- Clarify the goal: "When you're saying you want to ____, are you saying ____ is the goal?"
- **If they already opened up a ton about pain:** "Wow that sounds pretty [emotion they expressed]. Can you tell me a lil more about that?"
- I can definitely (help with / advise on) that. What has it top of mind right now for you?

4. Light Preframe

"My guess is you don't have an exact roadmap to do a deal in six months or less? What do you feel you personally need right now to fix these current challenges you're facing? I can definitely help out with that."

After response:

"And if you had that, would that fix your problem?"

"Easy enough. Are you familiar with the proven system we use to help regular people like you and I start with buying their own apartments?"

After response:

"No worries. This will definitely fix your problem. It's an A to Z mentorship that shows you exactly how to buy your own apartment complexes in six months or less. We break down the whole process: finding the right markets, spotting solid deals, getting the money together, and actually closing. You'll get the full playbook for finding and buying apartments that put thousands of dollars in your pocket every month."

5. Invite to the Call

If there is no clear response for a call:

"Would it be valuable to have that mapped out to see what's possible?"

If yes:

"Sweet, one last question. If we were to boil this down to your dream outcome, what would that be?"

After response:

"Makes sense. Based on what you have told me so far, I'm fairly certain we can make that happen for you. You seem like someone that is fully committed to this. Just want to confirm, if I laid out the exact path for you, you would follow that path to get the results, right?"

After response:

"Awesome, I'll grab a time for us on the calendar. Would you prefer to do today or tomorrow?"

6. Handling Pricing Questions

If they ask about cost:

"Good question. Honestly it depends a bit on the structure that fits best."

"That's why we start with the roadmap call first, so we can see where you're at and then walk through options."

7. Specific Questions (Financial Strategy)

"Yeah we're definitely in the loop around [thing they asked about]. Kinda a lot to get into over DMs. If you do end up talking to one of my strategists I can make sure they bring it up with you."

Send that, then follow with a reversal question that fits where you are in the script:

Pain (contextualize to what they've told you so far)

- Let me ask you though, do you guys already follow any kind of system or roadmap plan to make sure you're finding deals?
- Let me ask you though, what do you feel has held you back from getting something in place so far?
- First, curious how long [pain] has been a problem?
- Curious though, what have you done to solve [problem]?
- Would love to actually know a little more about what has been the hardest part with [problem] for you?
- Now, when you're saying you want to [thing they want], are you saying [simplified end goal] is the goal?

- Let me ask, if you had a clear roadmap laid out, do you feel like you'd actually follow it or has that been the hard part?
- Question for you though, on a scale of 1 to 10 how confident are you in your current process to buy your own apartment complexes?
- Curious though, why is now the time you're looking for help?

Preframe

- Let me just ask though, do you feel like you can do what you need to on your own or would a clear roadmap and some guidance from an expert help? It sounds like you have a lot you want to achieve here.
- Since you asked, I'm actually curious, are you familiar with my mentorship?

Tie down ask

- Let me just ask, if I could get you a one hour one on one call with my top expert to go through your specific situation and create a custom roadmap for you, do you feel like that would be valuable?

8. Objection Handling

"I need to think about it" / "I need more time"

"Totally cool if you need to think about it. Curious though, do you mean you need to think about whether you want to learn more? Because before we'd even accept you into the program, we'd want to go over all your info to make sure we could even get you a result. You've probably seen our reviews, but the reason they're so good is because I don't take anyone on if I can't help them lol. So really, the next step is just learning if we can help you. If we can, we'll share the details, and only then is it up to you. Are you open to that step, or does it feel like this just isn't something you're trying to fix right now?"

"What does it cost?"

"Great question. It is hard to give you a number initially since we offer a couple different variations based on if you do it all upfront or over a payment plan. That's why I offer you an interview call with my team. Once you meet with my team, they'll go over your exact roadmap to achieve your financial goals along with pricing, deliverables, etc."

Part B. Platform SOPs and Follow-Up Cadences

Rules for every platform

- **Check GHL before every message.** If the lead already has a call booked, do not keep selling. Only answer what they asked and point them to their booked time.
- **Never message paying members** (GHL tag **mentorship-buyer**) or anyone tagged **stop-dmsetter** or marked do not contact.
- **One conversation, one channel.** If they reply on another platform, continue there and stop the cadence on the first one.
- **A reply resets the cadence.** Go back into the script where you left off. The cadence below is only for silence.
- **Send between 8 AM and 9 PM in the lead's time zone.** If a follow-up comes due outside that window, send it at 8 AM.
- **No dashes** in anything you send. Use commas and periods so it reads like a person typed it.
- **After the last step with no reply, stop.** Log the lead as cold in GHL. Do not start a new sequence on your own.

Instagram SOP

- Work every inbound DM and story reply in the GHL conversations inbox, so every message is logged on the contact.
- Look at their profile before the opener. Use their name and anything relevant (real estate content, location, job) in your first message.
- Keep messages short. One question per message. Voice notes are fine once they are engaged.
- Reacting to a message with a heart is a normal Instagram move and counts as a touch, not a message.

When (since their last message)	What to send
30 minutes	Heart react their last message.
60 minutes	"Ping ^ ;)" or "Get my note?" (eyes emoji optional)
Next morning	"Morning!" plus a wave emoji
Day 3	Short check in tied to what they told you. Example: "Still thinking about [their goal]?"
Day 7	Value nudge: a quick win or deal example, then "Worth mapping out for you?"
Day 14	Light bump: "Still on your radar?"
Day 21	Final: "No worries if now isn't the time. Want me to close this out?" Then stop.

Changes from version 1: removed the line about an automated financial system for families, which belonged to a different business; numbered the steps 1 to 8 (version 1 skipped 6); moved the Instagram follow-up steps into their own platform section; took the dashes out of the lines reps send.