

MFS DM Setter Script

Version 3 · October 13, 2026 · Part A is the script for every platform. Part B is the platform rules and follow-up timing.

Read it with the DM Setter Playbook (setter portal → Setter Resources).

Part A. The Script (all platforms)

The Script, Steps 1 to 5

Before you start

Part A is the script for **every platform**. Adapt it 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?

Got it. And roughly how much do you have set aside to invest right now, or could you put in each month?

They need **\$5,000 or more set aside now, or \$1,000 or more a month**. A high income alone does not qualify anyone. If they won't share it yet, keep going and come back to it before you invite them to a call.

2. Dynamic discovery based on their first answer

Connect to whatever topic they mentioned.

- **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?"
- **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

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: "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 their response: **"And if you had that, would that fix your problem?"**

Then: **"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?"**

Then the mentorship line: an A to Z mentorship that shows exactly how to buy your own apartment complexes in six months or less, covering markets, deals, raising the money and closing.

5. Invite to the call

Only invite once all four checks pass (DM Setter Playbook, section 7):

- **Money:** \$5,000 or more set aside, or \$1,000 or more a month
- **Intent:** wants to buy, not just learn
- **Timeline:** wants a deal within 6 months
- **Time:** can give about 10 hours a week

Also ask: "Is anyone else part of this decision, like a spouse?" If yes, they need to be on the call. If one check is unclear, ask one more question before you invite.

- No clear response for a call yet: **"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?"**
- Then the commitment check: "...if I laid out the exact path for you, you would follow that path to get the results, right?"
- Then book: **"Awesome, I'll grab a time for us on the calendar. Would you prefer to do today or tomorrow?"**

Pricing, Specific Questions and Objections

6. Handling pricing questions

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.

You never give a number in DMs.

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:** "Let me ask you though, what do you feel has held you back from getting something in place so far?" / "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:** "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?"
- **Tie down 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": clarify what they need to think about. The next step is only learning *whether we can help them*. Before anyone is accepted we go over their info to make sure we could get them a result, and only then is it up to them. Close with: "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?": it is hard to give a number since there are a couple of variations (all upfront or a payment plan). That is why you offer the interview call, where the team covers the roadmap, pricing and deliverables.

Part B. Platform Rules and Follow-Up

Rules for Every Platform

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 marked do not contact. The `stop-dmsetter` tag only switches off the AI DM bot. You can message those leads.
- **Reply from GHL only.** For Sendblue leads, switch the GHL composer to iMessage. Never reply from the Sendblue app, or the follow-up tags won't update and the message won't count for you.
- **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 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.
- **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 and Cadence

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.
- A heart react on their message is a normal Instagram move and counts as a touch, not a message.

Instagram follow-up cadence (time since their last message)

When	What to send
30 minutes	Heart react their last message.
60 minutes	"Ping ^ ;)" or "Get my note?"
Next morning	"Morning!" plus a wave emoji
Day 3	Short check in tied to what they told you, e.g. "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.

Text, Sendblue and Skool

Use the **same cadence** on every channel. On text, Sendblue and Skool, skip the heart react and start at the 60 minute step.

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