

MFS DM Setter Script v4

Built from Muz's "MFS Setter/Triage Script" (phone), rewritten for text, Sendblue, Instagram, Facebook and Skool DMs. Keeps everything already approved in the v3 DM script and the DM Setter Playbook.

Ground rules (every platform)

- **Check GHL before every message.** Read the whole history: DMs, texts, email and the application. Reply to what they actually said.
- **Never message** paying members (tag `mentorship-buyer`) or anyone marked do not contact. Never take a lead assigned to a closer; tag the closer in `#setters-closers-comms-mfs` instead.
- **Reply from GHL only.** For Sendblue leads, switch the GHL composer to iMessage. Never reply from the Sendblue app.
- **If they already have a call booked, stop selling.** Use the Triage branch (section 7) or just answer what they asked.
- **One question per message.** Short messages. Be natural, casual and conversational. Don't paste lines word for word, and never send the same reply to two people.
- **No dashes.** Say "apartment complexes". Only the company name says "Multifamily".
- **Never quote prices, payment plans or amounts.**
- **Send between 8 AM and 9 PM in the lead's time zone.** Confirm their time zone before booking.
- **Book for today or tomorrow** unless they name another day.

1. Openers (pick the one that fits)

Situation	Opener
Reached out or opted in, no call booked	"Hey {First}, it's {your name} with Multifamily Strategy. Saw you reached out about getting some help with buying your own apartment complexes. That still something you're working on?"
They DMed us first	Acknowledge exactly what they sent, then: "What got you looking into apartment complexes?"
Comment or story reply	"Saw your comment on Christian's post about {topic}. Are you looking at your first apartment complex, or do you already own some?"
New Skool member	"Welcome in {First}. I'm on Christian's team. What made you join, are you working toward your first deal?"
Older lead	"Hey {First}, {your name} with Multifamily Strategy. You applied a while back to talk about buying apartment complexes. Is that still something you're working on?"
Sendblue no-show	"Hey {First}, it's {your name} with Multifamily Strategy. Saw you couldn't make your call with {closer} on {day}. All good, life happens. Still looking to buy your first apartment complex?"
Sendblue reschedule	"Hey {First}, {your name} with Multifamily Strategy. You asked to move your call with {closer}. What day works better, today or tomorrow, mornings or afternoons?"
Call already booked (triage)	"Hey {First}, it's {your name} with Multifamily Strategy. Saw you booked a call with us for {day/time}. Wanted to get a little context beforehand so we can make the most of it. Cool if I ask a couple quick questions?" → go to section 7

2. Intent

Do you already invest in real estate, or are you just starting out?

- Brand new → **3B. Brand New**
- Already invests:

Nice. What kind of real estate have you done so far?

- Owns apartment complexes → **3A. Experienced**
- Single family, flips, STRs, etc. → **3B. Brand New** (new to apartment complexes)

Do you still work a job, or is real estate full time for you?

(Sets the angle later. Skip it if you already know.)

3A. Experienced (already owns apartment complexes)

Got it. What do you feel you need help with most to scale your portfolio? Finding deals, bigger deals, funding, something else?

What's your current approach to {what they said}?

How long have you been doing it that way?

Ok so after {X time}, what feels like it's missing from the results you're getting?

Probe 2 or 3 times to get the real problem. One per message:

What do you mean by that?

Can you give me an example?

Tell me a little more about that.

Then → **4. Goal and money.**

3B. Brand New (not in apartment complexes yet)

What are you hoping to accomplish by buying apartment complexes? More income, more freedom, retirement, something else?

If the answer is vague, reloop:

My bad, what I meant was some people buy apartment complexes to build equity and generational wealth, and others want passive cash flow so they have more freedom. Which one is more you?

What do you do for work right now? *(skip if you know)*

How long have you been doing that?

So after {X time}, what shifted recently that has you wanting {their goal} instead of just relying on {their job}?

Mirror if they're stuck:

What do you feel is missing from your current work that has you wanting to buy apartment complexes?

Probe 2 or 3 times for depth. One per message:

What do you mean?

How so?

Can you tell me more about that?

On one word answers, mirror it back: "Freedom... what does that mean for you?"

Then → **4. Goal and money.**

4. Goal and money

Makes sense. What would you need to make each month for this to be worth it for you?

And how far are you from that right now?

Everyone's situation is a little different so I want to keep this relevant. 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?

Money passes at \$5,000 or more set aside now, or \$1,000 or more a month. High income alone does not qualify anyone. If they won't share yet, keep going and come back to it before the invite.

5. Qualify: all four checks must pass

Check	Passes if	How to ask (one per message)
Money	\$5,000+ now, or \$1,000+ a month	Section 4
Intent	Wants to buy, not just learn	"Are you looking to make a move on this, or still exploring?"
Timeline	Wants a deal within 6 months	"How soon do you want your first deal closed?"
Time	About 10 hours a week	"We usually recommend around 10 hours a week. Do you have that?"

Decision maker:

Is anyone else part of this decision, like a spouse?

If yes, they need to be on the call too.

If one check is unclear, ask one more question before inviting.

✗ If they don't qualify

- **Can't fund it** (under \$5k and under \$1k a month): tag `financial-dq` . Keep it friendly, don't book a closer.

Totally get it. Best move right now is to keep learning and stack up some capital. Our free Skool community is a great place to start: {Skool link}. When you're closer, reach back out and we'll map it out.

- **Not interested or not serious:** tag `dq` and stop.
- **Just wants to learn, or timeline is a year+:** don't book. Leave a GHL note with their date ("follow up after {month}") and follow up then.

6. Offer the call and book it (all four checks passed)

Let's say there was a way to get the knowledge and skills to go from {where they are} to {their goal}. Would you be open to investing in yourself if that's what it took?

If yes:

Based on what you told me about {problem}, I think there's a real chance we can help you get to {goal}. What I can do is set up a call with one of Christian's partners. He'll dig into what you want to achieve, map out a plan, and if it's a fit, walk you through the next level of help. Would you be opposed to that?

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

Love that. And if I laid out the exact path for you to get there, you would follow that path to get the results, right?

Awesome, I'll grab a time on the calendar. Would today or tomorrow work better?

Confirm their time zone, book it, then:

You're all set for {day/time}. Before then, watch the short videos here so you get the most out of the call:
multifamilystategy.com/getready

Heads up, it's a video call, so find a quiet spot. No driving or grocery store calls 😊

Tag `appointment-confirmed` only after they confirm the call **in their own words**.

7. Triage (call already booked)

Run the questions from section 2 through section 5. Keep it light, you're getting context, not selling.

If all four checks pass:

Perfect. Your call is set for {day/time}. Watch the short videos here before then so you get the most out of it:
multifamilystategy.com/getready

Heads up, it's a video call, so find a quiet spot. No driving or grocery store calls 😊

Sounds good, let me know if anything comes up.

If they fail a check (wrong person, a kid, "just curious", can't fund it): tag **Setter Triage** so the closer's slot gets pulled, plus `financial-dq` 🚫 if it's money. Then use the friendly line from section 5.

8. What they ask, what you say

"What are you offering?" / "What is this?"

An A to Z mentorship on helping you buy your own apartment complexes.

Then ask one question about them. Don't describe the course, calls or toolkit by text.

"What does it 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.

Deep or specific questions (financing, structure, taxes):

Yeah we're definitely in the loop on that. Kinda a lot to get into over DMs. If you hop on a call with one of my strategists I'll make sure they bring it up with you.

Then follow with a reversal question:

- "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?"
- "If I could get you a one hour call with my top expert to build a custom roadmap for your situation, would that be valuable?"

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

Totally fair. What part do you want to think through? The next step is just seeing if we can actually help you. 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 you. Are you open to that step, or does this just not feel like something you're trying to fix right now?

"I'm busy but still interested"

I totally understand, this time of year is crazy. How many hours do you think you could put toward this a week?

"Stop" / "Remove me" / "Not interested"

Will do, I'll take you off the list.

That's the whole reply. No question after it. Tag `dq` and stop.

Facts you can say (exactly)

- Christian owns **850+ units**, almost all bought with seller financing.
- **1,000+** people have been through the mentorship. The Skool community has **3,000+** members.
- Guarantee, word for word or not at all: **"Close a deal that cashflows \$1,000 a month within 6 months, or we coach you for free until you do."**

9. Follow up if they go quiet

The clock starts from their last message. Every follow up mentions something real from your conversation.

When	What to send
30 minutes	Instagram only: heart react their last message
60 minutes	"Ping ^ ;)" or "Get my note?"
Next morning	"Morning!" plus a wave emoji
Day 3	"Still thinking about {their goal}?"
Day 7	Quick win or deal example, then "Worth mapping out for you?"
Day 14	"Still on your radar?"
Day 21	"No worries if now isn't the time. Want me to close this out?" Then stop.

- A reply resets the timing. Go back into the script where you left off.
- If they name a date ("hit me up after the 20th"), note it in GHL and follow up then.
- After Day 21, log the lead as cold in a GHL note. Don't start a new sequence on your own.
- One conversation, one channel. If they reply somewhere else, continue there and stop the cadence on the first one.