

THE PLAYBOOK SERIES · NO. 03

The DM Conversation Playbook

Scripts, templates, real conversations, and an AI prompt
that writes your DMs for you — no cringe, no pitch slaps.

How to use this playbook

Cold pitches get ignored. This playbook gives you the words that start conversations, the templates to make them your own, and an AI prompt that drafts them in seconds.

What's inside

- 5 copy-paste scripts for the moments that convert
- Before/after rewrites and a full annotated conversation
- A template library and a follow-up ladder
- A copy-paste AI prompt to generate your own

Who it's for

- Founders and execs starting conversations at scale
- GTM and sales leaders who sell by chat, not spam
- Anyone whose DMs get left on read

The promise: every word here leads with the other person — not your offer. Use the scripts as-is, adapt the templates, or hand the AI prompt your context and let it write. Either way, you'll start conversations that feel human.

THE RULE

Lead with them, not your pitch

The fastest way to kill a conversation is to open with what you want. Personalization and restraint beat volume every time.

9.4%

reply rate for personalized outreach vs. just 5.4% for generic — nearly double

+58%

higher acceptance when a request carries a personalized note (B2B tech & SaaS)

19%

more responses for messages under 300 characters vs. longer, pitch-heavy ones

Sources: Martal, SalesBread & Outreaches LinkedIn outreach benchmarks (2025-2026).

The rule in one line: earn the reply before you earn the meeting. Reference something real, keep it short, and ask nothing on the first touch.

SECTION ONE

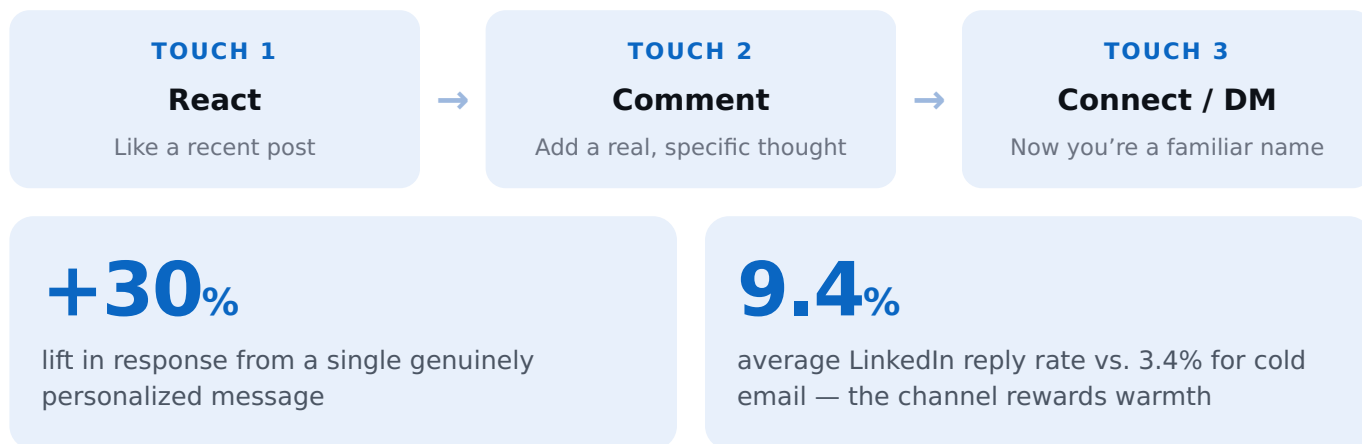
The 3-Touchpoint Warm-Up

Engage three times before you ever message — so your first DM lands warm, not cold.

01

Warm before you write

A DM out of nowhere is a stranger knocking. Three light touches first, and your message arrives from someone they already recognize.



Sources: Martal & SalesBread LinkedIn outreach benchmarks (2025–2026).

Space it out: spread the three touches over a few days. Familiarity is built, not forced.

THE STRUCTURE

Anatomy of a reply-worthy DM

Every message that gets a response shares the same four traits. Miss one and you slide back into “left on read.”

Relevance

A real hook about them

Brevity

Under ~300 characters

A question

Easy, genuine, open

Zero ask

Nothing to sell yet

WORKED EXAMPLE

“Loved your take on hiring for slope over experience, Sarah — we just changed our whole interview loop around that idea. Curious how you’re screening for it in practice?”

Relevance (her post) · brief · a real question · no ask. That’s the whole formula.

SECTION TWO

The Five Scripts

A message for every moment worth a DM. Swap the brackets — the more specific, the better it works.

THE SCRIPTS

When they're already warm

These two are for the highest-intent moments: someone just engaged with you, or just accepted your request.

Script 1 · Inbound Follow-Up

They followed or engaged

SEND

"Thanks for the follow, [name]. Saw you're deep in [topic] — curious what's got your attention there lately?"

Script 2 · Warm Connection

They just accepted

SEND

"Appreciate the connect, [name]. No pitch — I just share a lot on [topic] and figured we'd cross paths. What are you focused on right now?"

Timing beats everything. Send these within 24 hours, while you're still fresh on their mind.

Borrowed trust & second chances

Use a mutual to open a cold door, and a genuine callback to revive a thread that went quiet.

Script 3 • Mutual Connection

You share someone in common

SEND

"We're both connected to [mutual] — I've been meaning to reach out. Your take on [topic] lined up with something I've been chewing on."

Script 4 • Re-Engagement

The conversation stalled

SEND

"[name], circling back with zero agenda. You mentioned [thing] a while ago — did that ever get sorted?"

Re-engagement rule: come back with a specific callback, never "just following up."

Turn a comment into a chat

A public comment is an open door. Reference it and go one layer deeper — then make every bracket specific.

Script 5 • Post-Engagement

They commented on your post

SEND

“Loved your comment on the [topic] post, [name]. You clearly think about this differently — what’s your read on [angle]?”

Bracket	Fill it with
[name]	First name only — always
[topic]	A specific post, project, or theme they care about
[thing] / [angle]	An exact detail — the more precise, the warmer it reads

Specificity is the whole game. “Your post on comment-to-call systems” beats “your content” every time.

EXAMPLES

Before & after

Same intent, opposite results. The fix is almost always: cut the pitch, add a specific hook, ask one real question.

BEFORE

"Hi [name], I help companies like yours scale outbound. Do you have 15 minutes this week for a quick demo of our platform?"

Pitch-first, all about you, asks for time on touch one.

AFTER

"Hi [name] — your post on outbound burnout hit home. Are you seeing it more in targeting or messaging right now?"

Specific hook, a real question, zero ask.

BEFORE

"Thanks for connecting! Let me tell you about what we do — we're the leading solution for..."

Brochure voice. No reason for them to reply.

AFTER

"Appreciate the connect! No pitch — I just liked your take on [topic]. What are you heads-down on this quarter?"

Human, curious, opens a door.

BEFORE

"Just following up on my last message. Any interest?"

Lazy, needy, references nothing.

AFTER

"[name], no agenda — you mentioned the rebuild was rough. Did the messaging piece ever settle?"

Specific callback, genuinely useful.

SECTION THREE

A Conversation in Full

What it actually looks like — four messages from cold connection to a booked call, no pitch.

THE EXAMPLE

Cold to booked in four messages

A real-shape thread. Notice how the pitch never appears — curiosity and one useful offer do all the work.

• Touch 3, after two engagements •

Appreciate the connect, Sarah. No pitch — I share a lot on GTM and figured we'd cross paths. What are you focused on right now?

Ha, thanks! Mostly rebuilding our outbound motion — it's rough right now.

• A problem you solve. Stay curious, don't pounce. •

Oof, the rebuild phase is the worst. What's breaking — targeting or messaging?

Messaging, mostly. Reps are winging every DM.

• Offer value, still no pitch •

Been there. I keep a little swipe file of DM frameworks that fixed exactly that — want me to send it?

That'd be great, yeah.

• Interest + a yes. Now book. •

Sent. Honestly this is easier to talk through than type — got 15 min Thursday or Friday? I'll bring one idea for your rebuild.

Friday works.

Total: four messages, one useful offer, zero pitch — and a call on the calendar.

SECTION FOUR

Templates & Follow-Ups

Frameworks you can adapt to any prospect — plus the cadence that keeps threads alive.

The template library

Structures, not scripts. Fill the **[brackets]** with something specific and each one becomes yours.

The First DM

[Genuine observation about their post or work]. [One easy question about it]?

“Your point on slope over experience really landed. How are you screening for it in practice?”

The Value Bump

Saw you’re working on [challenge] — I keep a [resource] on exactly that. Want me to send it?

“Saw you’re rebuilding outbound — I keep a swipe file of DM frameworks. Want it?”

The Re-Engage

[name], no agenda — you mentioned [thing] a while back. Did that ever get sorted?

“Priya, no agenda — you mentioned the ABM pilot. Did that ever get off the ground?”

The Soft Referral

You might know who owns [area] at [company] — mind pointing me the right way?

“You might know who owns lifecycle at Acme — mind pointing me the right way?”

The follow-up ladder

Silence isn't a no — it's usually a busy inbox. Each rung adds value from a new angle, never "just checking in."

When	Move	Say something like
Day 0	Opener	"[hook] — [easy question]?"
Day 4	Value bump	"Thought of you — here's a [resource] on [their thing]."
Day 10	New angle	"Different thought: have you considered [idea]?"
Day 21	Soft close	"I'll stop clogging your inbox — door's open if [trigger] comes up."

After the call

Great chat, [name]. As promised:
[recap + the one next step].

The no-show

No worries — stuff comes up. Want to
grab another 15 next week?

Rule: two to four follow-ups, each with new value. Then stop — and leave the door open, not a guilt trip.

SECTION FIVE

Make It Yours

Hand your context to AI and let it draft on-brand DMs in seconds
— then you edit for taste.

Let AI draft it for you

Paste this into ChatGPT, Claude, or Gemini, fill the four **[brackets]**, and you'll get three ready-to-edit options in seconds.

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You are an expert LinkedIn outreach writer.  
Write 3 short DM options (each under 300 characters) that start a  
real conversation – warm, human, and with NO pitch.
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CONTEXT

- What I do: [one line about you]
- Who they are: [their role + company]
- The specific hook: [a recent post, shared connection, job change, or comment]
- The scenario: [new connection / inbound follow-up / mutual intro / re-engagement / post-engagement]

RULES

- Lead with them, not me. Reference the specific hook.
- Under 300 characters. No links, no calendar, no ask.
- End with one easy, genuine question.
- Sound like a person texting a peer – not a template.

OUTPUT

```
3 options labeled A / B / C, each with a different angle.
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Then edit for taste. AI gets you 90% there. Cut a word, add your voice, and make sure the hook is truly specific before you hit send.

What it gives you back

Here's the prompt filled in for one prospect — and the three options it produced.

THE CONTEXT I GAVE IT

What I do: help B2B founders build pipeline on LinkedIn · Who they are: VP Sales at a Series B SaaS · Hook: posted about outbound reps “winging every DM” · Scenario: new connection

Script A · Direct

SEND

“Appreciate the connect, Sam. Your post on reps winging every DM — painfully real. Is it a training gap or a messaging-system gap for you?”

Script B · Empathy

SEND

“Thanks for connecting, Sam! That “every rep freelancing their DMs” problem is so common right now. What’s your read on why it happens?”

Script C · Curiosity

SEND

“Sam — loved the honesty in your outbound post. If you could standardize one thing about how reps message, what would it be?”

THE LAST PAGE · THE FIRST MOVE

Visibility creates opportunity.

You've got the scripts, the templates, and a prompt
that writes them for you. Now go start the
conversation.

THE WHOLE PROGRAM, ONE PLACE

visibilitycreatesopportunity.com