

# **DM Ideas to GRAB Attention**

## DM Ideas to Grab Attention

How to get into their world by moving into their general or primary tabs:

1. Share a post
2. Share a story
3. Shout them out on social and add a tag to their social
4. Shout them out in a story and add a tag to their social
5. Comment on their posts with real responses, not just emoji's

**Which one will you start using?** \_\_\_\_\_

## What to say in DM's to capture their attention.

You are trying to get their attention here and build a relationship.

*Note: Use their first name and NOT their business name. Also, triple-check the spelling of the names.*

- Hi #name, can I send you something? I think it would help with your xyz (blank wall, messy silverware drawer, etc)
- Heyooo, #name, do you work with mom-grown businesses?
- Hey Hey, #name, want a heads up when it goes live
- Good Gracious, #name, I want to be one of the first to get one of our new releases. Let me know if you are interested and I'll ship one out to you.
- Hey #name Just wanted to make sure you got the invite
- What do you think of this? That xyz (blank wall) in your house would be perfect for xyz (your product). Let me know if I can ship ya one. On me!
- Hey #name, I was thinking....you are pretty darn cool and grateful you keep showing up!
- Ohhhh #name....do you have a PO box that I can send something your way?

- #name, you might really love/need/want/obsess over this. How can I get it into your hands?
- #name, I just want to tell you thanks for what you do. Social is so much work and I see all you are doing. (this has helped me get into big influencers)
- Hey #name– I love your posts! Especially that (specific content) you shared. (Emoji) I'm reaching out from (Your company) to see if we might be able to collab on something. Let me know if you're interested!

**Which prompt will you try?** \_\_\_\_\_

\*Remember when you get responses back, make sure to follow up with them.

*Prompts are on the 'They said yes, now what?' document*