

AI POWERED CEO WORKSHOP

The DM *Scripts Pack*

Word-for-word messages for reaching out, booking calls, and answering "I'm not sure yet." Warm, real, and never pushy. Just copy, tweak, and send.

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AI Powered CEO · The Gen X Sister Who Figured It Out

FREE FOR PAID MEMBERS

Turn chats into clients.

The DMs are where sales actually happen, and where most of us freeze up. Not anymore. Here are 24 word-for-word scripts for every conversation, all warm and human.

No cringe. No pressure. Just real messages that move people forward and feel like you.

How to use these scripts

1. Find the moment you're in below.
2. Copy the script and swap anything in [brackets] for real details.
3. Read it once so it sounds like you, then send.
4. Keep it a conversation. Ask, listen, then share.
5. Want it more "you"? Paste it into Claude and say "make this sound like me."

Start the chat

Toward your offer

Book the call

Handle "not sure"

Follow up

Pro tip: Lead with them, not your offer. Ask a real question first. People buy from people who actually see them.

Start the Conversation

1 New follower hello

[OPEN](#)

When someone new follows you.

Hi [Name], thanks so much for the follow. I'm so glad you're here. What brought you over? I'd love to know what you're working on right now.

2 Reply to a comment

[OPEN](#)

Someone left a comment on your post.

Hey [Name], loved your comment on my post about [topic]. It got me curious, are you dealing with [related struggle] right now? Happy to share what's worked for me.

3 Reconnect

[OPEN](#)

Someone you haven't spoken to in a while.

Hi [Name], you popped into my mind today. It's been ages. How are you, and how's [their business or life thing] going?

4 Reach out to a dream client

[OPEN](#)

Someone you'd genuinely love to work with.

Hi [Name], I've been quietly loving what you're doing with [specific thing]. No pitch, I just wanted to say it. If you ever want a hand with [area you help with], I'm here.

5 Thank a supporter

[OPEN](#)

Someone shared your work or sent a referral.

[Name], thank you so much for [sharing my post / sending [name] my way]. It honestly means the world. Anything I can ever do for you, just say.

Move Toward Your Offer

6 Soft offer mention

OFFER

They've shared a problem you can solve.

Oh, I hear you on [their struggle]. That's actually exactly what I help with. Would it be helpful if I shared how I'd approach it? No pressure either way.

7 Answer "how much?"

OFFER

They asked your price.

Great question. [Offer] is [price], and here's what's included: [1 to 3 things]. It's built to get you [the result]. Want me to send the full details?

8 Check if they're a fit

OFFER

Before inviting them to buy or book.

Can I ask you two quick things so I point you the right way? Where are you at with [topic] right now, and what would feel like a win in the next few months?

9 Share a result

OFFER

Build belief with proof.

This might encourage you. I worked with [client type] who felt [before], and within [time] she [result]. Totally possible for you too.

10 Invite them to your offer

OFFER

They're warm and ready for the next step.

Based on everything you've said, I really think [offer] is your next step. Here's the link to join: [link]. Any questions at all, ask me right here.

Book the Call

11 Invite to a call

CALL

A conversation that's ready to go deeper.

Want to hop on a quick, no-pressure call? 15 minutes, just to see if I can help and if we're a fit. Here's my link: [link]. Or tell me a couple of times that suit you.

12 Confirm the call

CALL

After they book.

Yay, you're booked for [day / time]. I'll send the link. Come as you are, no prep needed. Just bring what's on your mind about [topic].

13 Gentle no-show follow-up

CALL

They missed the call.

Hi [Name], we missed each other today. No worries at all, life happens. Want to grab a new time? Here's my link: [link].

Handle "I'm Not Sure Yet"

14 "I'm not sure yet"

OBJECTION

They're hesitant but interested.

Totally okay. Can I ask what's making you unsure? Sometimes it's a real fit thing, sometimes it's just nerves. Happy to talk it through with zero pressure.

15 "It's too expensive"

OBJECTION

Price feels like a stretch.

I hear you, it's a real investment. Can I ask, is it the timing or the amount? If it helps, there's a payment plan: [details]. I want this to feel doable, not stressful.

16 "I don't have time"

OBJECTION

They feel too busy.

That's exactly why this helps. It's built for busy moms, short steps you can do in pockets of time, all recorded so nothing's missed. You don't need more hours, just the right system.

17 "Let me think about it"

OBJECTION

They want space to decide.

Of course, take the time you need. Just so I can help, is there one thing I could clear up that would make the decision easier? I'm here whenever you're ready.

18 "I need to ask my partner"

OBJECTION

They want to check with someone.

That makes total sense. Want me to send a short summary of what's included and the outcome, so it's easy to talk through together? Happy to make that part simple.

Someone wants endless free advice.

Happy to point you in the right direction. For the full, personalised help, that's exactly what [offer] is for. Here's the link if you'd like to go deeper: [link].

Follow Up Without Being Pushy

20 No reply nudge

FOLLOW-UP

A few days of silence.

Hi [Name], just bumping this up in case it got buried. No pressure at all. If now's not the time, I completely understand. If you have a question, I'm right here.

21 After a great call

FOLLOW-UP

Same day as the call.

Loved our chat today, [Name]. To recap, you want [their goal], and [offer] is how we get there. Here's the link to start: [link]. Any last questions, ask away.

22 Stalled lead

FOLLOW-UP

The conversation went quiet mid-way.

Hey [Name], no rush at all, just checking in. Are you still thinking about [topic], or has the season shifted? Either way is okay. I'm happy to help when it's right.

23 Re-open warmly

FOLLOW-UP

Reconnect after a longer gap.

Hi [Name], you've been on my mind. How are things with [their goal]? If you ever want to pick it back up, the door's wide open.

24 Last gentle check-in

FOLLOW-UP

Your final, kind follow-up.

I'll leave this here for now, [Name], so I'm not crowding your inbox. Just know I'd love to help when the timing feels right. Cheering you on either way.

Now the DMs feel easy.

No more staring at a message wondering what to say. Copy the script, make it yours, and keep it human.

Sales is just caring out loud. These scripts help you do it without the cringe.

Go start a conversation.

Celeste

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