

• AGENCY GROWTH • THE DM FUNNEL

The Instagram Client Machine

Turn one Instagram profile into 5 to 10 booked agency calls a week using DMs that get a 60% reply rate – no ads, no dancing on camera. The word-for-word script ladder, the story sequence that starts threads, the reel hooks, and the 7-day push plan. **The whole machine, not a description of it.**

The profile-to-call audit

The 4-rung DM ladder

5 objection replies

The story-to-DM arc

5 reel hook formulas

The 7-day 100-DM push

THE REAL REASON NOBODY BOOKS

You post every day. Your DMs are **silent**.

Here is the loop you are stuck in.

You post a reel. Your follower count ticks up. You get a few likes from other agency owners who are just as broke as you are. Then you open someone's DMs to pitch, feel like a spammy bro the second the cursor blinks, and close the app. The thread sits on "seen." A week later your calendar has one call on it and you have no idea where next month's clients are coming from.

THE UNCOMFORTABLE TRUTH

Reach is not your problem. **Meta reports 150 million people have a conversation with a business on Instagram every month, and 200 million visit a business profile every day.** The buyers are right there, in the one channel where they actually open and answer. Your problem is that you have no script and no funnel, so you freeze, pitch too early, or never send anything at all.

The bottleneck is never the reach.
It is the **script and the funnel.**

This matters because of one number. The average cold email gets a 3.8% reply and books a meeting 0.8% of the time. Instagram DMs open near 90% and a personalized, well-sequenced thread can reply at far higher rates than any inbox you will ever buy. You are sitting on the highest-intent channel in agency outreach and treating it like a billboard.

150M

People message a business on IG every month

Meta business messaging metrics

3.8%

Average cold email reply rate, for comparison

Outreaches, Cold Outreach Benchmarks 2025

73%

Buy from a competitor if you don't reply on social

2025 Sprout Social Index, 4,044 consumers

The next pages hand you the exact machine: the profile that turns a visit into a DM, the four-rung ladder that takes a stranger from "hey" to "booked," the replies for the five objections that kill threads, and the 7-day push that fills your week. Steal it line for line.

THE PROFILE-TO-CALL AUDIT

Your bio has **one job**: turn a visit into a DM

A buyer who lands on your profile decides in about three seconds whether you are a vendor or just another founder posting motivation. Two hundred million people visit a business profile every day. Most agency bios waste every one of those visits.

THE FILL-IN BIO FORMULA

**"[Outcome we get] for [exact niche]
[proof number] · DM the word **"AUDIT"** to see how."**

Worked example: **"We book med-spas 40 qualified treatment appts/mo · 28 clients, zero churn this year · DM **"AUDIT"** for the 2-min breakdown."** One outcome, one niche, one proof number, one action. Nothing else.

X THE DEAD BIO

Founder & CEO · Helping businesses scale 🚀 ·
Marketing | Branding | Growth · DM for collab · *Link
in bio*

No niche, no proof, three competing links, and a CTA that asks for nothing.

✓ THE MACHINE BIO

We book med-spas 40 qualified appts/mo 📝 · 28
clients · 0 churn in 2025 · DM **"AUDIT"** for the
breakdown ↓

*Removing extra links and a "DM the keyword" CTA lifted
click-through 28 to 35% in 2024 funnel tests.*

SET YOUR HIGHLIGHTS IN THIS EXACT ORDER

1

Results

Screenshots, numbers,
before/after

2

How It Works

Your named system in 3
slides

3

Who We Help

The exact niche, named

4

Book a Call

The only link, the last
word

A visitor reads left to right: proof, then process, then "is this for me," then the booking. By the time they hit Highlight 4 the objections are already handled. Replace the bio's "Link in bio" with **DM "AUDIT" for the breakdown** so the action happens in the channel where they already answer.

THE DM SCRIPT LADDER · WORD FOR WORD

Four rungs from "hey" to "booked"

The mistake that kills every thread is pitching on the first message. You climb one rung at a time, never reaching for the next until they hand you the last. Here is the whole ladder running in a real thread.

**@glow.medspa.co**

Active now · med-spa owner, your niche

LIVE THREAD

RUNG 1 · THE OPENER (NO PITCH, ONE REAL DETAIL)

Hey Sarah, saw your post on the new lip-filler package, looks sharp. Quick q, are you guys still taking on new patients this quarter?

Hey! Yeah we are, always looking to fill the midweek slots tbh

RUNG 2 · VALUE (ONE COMPARABLE RESULT, THEN ASK PERMISSION)

Makes sense, midweek is the killer. We just helped a spa in Austin go from 12 to 38 booked treatments a month in 9 weeks, mostly filling those dead days. Want me to send the 2-min breakdown of how?

Sure, send it over

RUNG 3 · SOFT CTA (OFFER THE CALL BEFORE YOU SEND THE WALL OF TEXT)

Honestly it's way easier to walk you through it live than type it all out, takes 15 min and you'll get the exact playbook either way. Got Thursday or Friday afternoon free?

Thursday could work, what time

RUNG 4 · BOOKED (SEND THE LINK ONLY AFTER THE YES)

Perfect. Grab whatever slot works here and I'll send the breakdown over before we hop on 📍 cal.com/yourname

Booked for Thurs 2pm 👍

**THE RULE THAT RUNS THE WHOLE LADDER**

Never climb two rungs in one message. The opener earns a reply, the reply earns the value, the value earns the call offer, the yes earns the link. **Send the calendar link one message too early and the thread dies on "seen."**

WHY EACH RUNG WORKS

The exact templates, with the blanks to fill

1

RUNG 1 · OPENER

Reference one real thing. Ask, don't pitch.

The opener's only job is a reply, so it carries zero pitch and one specific detail you actually saw. Personalized DMs reply at about 32% versus 18% for generic blasts. The "are you still taking on new clients this quarter" question is low-pressure and almost always gets a yes.

"Hey [name], saw [their specific post / offer / a detail]. Quick q, are you guys still taking on new [clients / patients] this quarter?"

2

RUNG 2 · VALUE

One comparable result. Then ask permission to send more.

You earn the right to talk about yourself only after they reply. Lead with a result from a client who looks like them, then ask before sending anything. Asking permission keeps it a conversation instead of a sales page they scroll past.

"Makes sense. We just helped [comparable client] go from [X] to [Y] in [time]. Want me to send the 2-min breakdown of how?"

3

RUNG 3 · SOFT CTA

Move to a call by making it the easier option.

Do not type the full breakdown. Position the call as less work for them, not more. "Easier to walk you through it live" frames 15 minutes as the shortcut. Always offer two specific windows, never an open "when are you free."

"Cool, honestly easier to walk you through it live, takes 15 min. Got [day] or [day] afternoon free?"

4

RUNG 4 · BOOKED

Send the link only after a clear yes.

The calendar link is a reward for the yes, not a tool to get one. Drop it the instant they pick a day, paired with a reason to show up (the breakdown lands before the call), which quietly cuts the no-show.

"Perfect. Grab whatever slot works here and I'll send the breakdown over before we hop on 📅
[calendar link]"

THE 5 OBJECTION REPLIES · WORD FOR WORD

When the thread stalls, **say this**

These five lines kill more agency DMs than anything else. Copy the replies exactly. Each one keeps the conversation alive instead of letting it die on "seen."

THEY SAY <i>"We're good on clients right now."</i>	YOU REPLY "Totally fair, the good ones usually are. Mind if I send you the 2-min breakdown anyway? Worst case you file it for when a slot opens up, costs you nothing to have it."
THEY SAY <i>"Just send me some info instead."</i>	YOU REPLY "Can do. Quick thing though, the info only makes sense once I know if you're chasing more volume or higher-ticket cases, otherwise I'm sending you the wrong half. 15 min Thursday and you get the right version?"
THEY SAY <i>"What's the cost?"</i>	YOU REPLY "Depends on what you actually need, which is exactly why a quick call beats a number with no context, I'd just be guessing and so would you. If it's a fit I'll give you the real figure on the call. Thursday or Friday?"
THEY SAY <i>"We tried an agency before and got burned."</i>	YOU REPLY "Heard that a lot, and honestly it's why we put \$10K on the result instead of asking you to trust us. You either hit the number or you get paid. Worth 15 min to see if we'd even take it on?"
THEY SAY <i>"Who are you?" / "Is this a sales pitch?"</i>	YOU REPLY "Fair, I came in hot. I run [agency], we get [niche] [result]. Not pitching, just saw you're in the exact space we work and figured I'd say hi. If it's not relevant, no stress at all."

**THE PATTERN UNDERNEATH**

Every reply does the same two things: it agrees first so they don't feel handled, then it re-offers the call as the low-effort option. **You never argue and you never re-pitch.** You just keep handing them an easy yes.

THE STORY-TO-DM SEQUENCE

A daily story arc that routes replies into DMs

Stories with a poll sticker see about 21% higher interaction, and roughly one in five Stories generates at least one DM. The trick is engineering the reply so every tap lands in your inbox as a fresh thread you can run the ladder on. Post these 7 slides in this order, daily.

1 HOOK

Stop the scroll with the pain.

"If your midweek slots are empty, this is for you 📌"

2 PROOF

One screenshot, one number.

"How we filled 26 dead weekday slots in 9 weeks"

3 MECHANISM

Tease the named system, not the steps.

"It's a 3-part system. Most spas skip part 2."

4 POLL

Poll sticker. Make them tap.

"Biggest bottleneck: 📍 Leads · 📍 Delivery?"

5 STORY

A 10-second client win, in your voice.

"Sarah DM'd me 3 weeks ago. Here's where she's at."

6 QUESTION

Question sticker. This opens the DM.

"What's killing your bookings right now?"

7 CTA

Tell them the exact word to send.

"DM me 'AUDIT' and I'll send the breakdown."

→ THE MOVE

Every poll vote and question reply is a thread. Reply inside 1 minute and run the ladder from Rung 2.

THE PART EVERYONE MISSES

The poll and question stickers are not for engagement vanity. **Every single tap shows up in your DMs as an open thread you started, with their reply already in it.** That is the cheat code: you skip the cold opener entirely and walk straight into Rung 2, because they messaged you first. Reply fast. 73% of buyers expect a response within 24 hours, and the ones who tapped are warm right now, not tomorrow.

REEL HOOK FORMULAS + CTAS

5 hooks that earn the first 3 seconds

Up to 50% of viewers drop off in the first three seconds of a reel, and a face on screen in those first 3 seconds lifts retention about 35%. Open with your face and one of these lines, then end every reel with a comment-to-DM CTA so the algorithm and your inbox both win.

1 · THE CALLOUT

"If you're a [niche] posting every day and your DMs are still dead, watch this."

Names the exact person and their exact pain in one breath. **They feel seen, so they stay.**

2 · THE CONTRARIAN

"Stop posting more. It's not why [niche] aren't booking you."

Says the opposite of common advice. The pattern interrupt buys the next 5 seconds.

3 · THE NUMBER

"We booked 38 calls last month from one Instagram account. Here's the system."

A specific number plus a promise of the mechanism. **Curiosity gap does the work.**

4 · THE MISTAKE

"The #1 mistake killing your DMs: you're pitching on message one."

Calls out a behavior they're doing right now. Self-recognition keeps them watching.

5 · THE TEARDOWN

"I rewrote a [niche]'s bio in 60 seconds and tripled their DMs. Watch."

Promises a fast, visible before/after. People stay for the reveal.

THE CTA ON EVERY REEL

"Comment **"SYSTEM"** and I'll DM you the full breakdown."

Comments feed the algorithm **and** open a DM thread at scale. Every commenter becomes a Rung-2 conversation.

THE CONTENT-TO-DM FUNNEL

REEL	CTA	DM	LADDER	CALL
Hook	Comment	Auto-thread	Rung 2	Booked
Face + line in 3 sec	"SYSTEM" to opt in	You DM the breakdown	Value, then soft CTA	Link after the yes

CADENCE + HONEST BENCHMARKS

Send 20 to 30 DMs a day. **Never blast.**

The fastest way to lose this channel is to get your account restricted. The automation tools that promise scale are exactly what get you a one-week ban and a pile of "please stop" replies. The volume that works is human, spread out, and personalized.

**20 to 30 per day**

Enough to fill a pipeline, low enough to stay under the ban threshold. Spread them across the day, never in one burst.

**Manual, not automated**

No bots. Every opener references one real detail, which is also why personalized DMs reply at 32% versus 18% generic.

**Reply inside 1 minute**

When you can. Speed is the difference between a live thread and a cold one. 73% of buyers expect a reply within 24 hours.

**3+ exchanges before the ask**

You earn the call offer on the third or fourth message, not the first. Climbing slow is what makes the close feel natural.

THE HONEST FUNNEL MATH

No fantasy numbers. Here is roughly what 100 well-personalized DMs turn into when you run the ladder properly. Track your own and beat it.

SENT	~30%	QUALIFIED	~25-30%
100	~30	~12-15	3-4
Personalized DMs	Replies	Real conversations	Calls booked

That is roughly **3 to 4 booked calls from 100 cold DMs alone**. Add the story arc and reel CTAs, where warm buyers message you first and convert higher, and the same week clears **5 to 10 booked calls** without ever feeling like a spammer.

The volume isn't the lever.
The script and the speed are.

THE 7-DAY PUSH

The 100-DM Challenge

One week. Profile fixed, ladder loaded, 100 DMs sent. Run it exactly and you will have booked calls on the calendar by Friday.

Day 1 Fix the profile

Rewrite the bio with the fill-in formula. Reorder Highlights: **Results, How It Works, Who We Help, Book a Call**. Swap "Link in bio" for DM "AUDIT".

Day 2 Build the list

Find **100 right-fit accounts** in your one niche. Save them. Note one real detail on each for the opener.

Day 3 First 20 openers

Send **20 Rung-1 openers**, personalized. Post story slides 1 to 4. Reply to every tap inside 1 minute.

Day 4 Next 20 + first reel

Send **20 more openers**. Post your first reel with hook + "comment SYSTEM" CTA. Work yesterday's replies up the ladder.

Day 5 Next 20 + close the loop

Send **20 more**. Push every qualified thread to Rung 3, the soft CTA. Offer two specific call windows.

Day 6 Next 20 + objections

Send **20 more**. Run the 5 objection replies on every stalled thread. Re-engage anyone left on "seen."

Day 7 Final 20 + tally

Send the last **20** to hit 100. Count your replies, conversations, and booked calls below. Then repeat the loop next week with the openers that worked best.

YOUR 100-DM SCOREBOARD

DMs sent

Replies

Real convos

Calls booked

Clients closed

• YOUR NEXT MOVE

You have the machine. Now let's run it with you.

The script ladder, the story arc, the reel hooks and the 7-day push are the same system we install for agencies, except we don't hand it over and wave goodbye. We build it **with you**, fill your calendar with qualified calls, and stand behind it with the \$10,000 guarantee: **if we don't book you a set number of qualified calls in your first 90 days, we pay you \$10,000.**

Every week you stay stuck on "seen" is another week of crickets in the one channel where buyers actually answer. We cap onboarding at a handful of agencies a month so we can deliver. **Apply now** and we'll map your DM funnel live.

\$10K
GTD

Qualified calls in 90 days or we pay you **\$10,000**

Apply to AgencyGod →

Free 30-min strategy call · limited spots this month

agencygod.com

Results mentioned are real client outcomes and are not typical. Individual results vary with effort, market, and execution. The \$10,000 guarantee is real and subject to the program's written enrollment agreement terms.

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