# **Facebook DM Templates**

## **Cold DM Scripts**

1. **Friendly Introduction  
   “Hi [Name]! I came across your page and love what you do. I help [Industry] businesses get more clients through [Service]. Interested in hearing how?”**
2. **Value Tease  
   “Hey [Name], quick tip: boosting your [Metric] by 20% can start with a simple change to your [Process]. Want the details?”**
3. **Content‑Driven Outreach  
   “Hi [Name], I just published a checklist on [Topic] that’s helped others in your field. Can I send you the link?”**
4. **Social Proof Hook  
   “Hey [Name], we helped [Similar Business] increase bookings by 30% in one month. Curious how?”**
5. **Offer‑Based DM  
   “Hi [Name], I’m giving away a free [Audit/Template] this week to select pages. Would you like one?”**
6. **Event Invite  
   “Hello [Name], we’re hosting a free live demo on [Topic] next Tuesday. Want to join?”**
7. **Question‑Engagement  
   “Hi [Name], how are you handling [Challenge]? I have a quick solution that’s worked well for others.”**
8. **Follow‑Up DM  
   “Hey again [Name], just checking if you saw my last message—still up for a quick chat about [Benefit]?”**

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