

25 COPY-PASTE DMs THAT GET REPLIES

☰ Tags

Cold outreach fails for one reason: it sounds like outreach.

These 25 DMs do not. Each one is written around a specific observation about the prospect's business, a specific problem that observation points to, and a specific low-friction offer that makes saying yes easy.

No "I hope this message finds you well." No generic pitch. No 300-word essay about your services.

25 niches, 5 DMs each. Find the one that matches who you are reaching out to, swap the brackets, send it. That is the whole *process*.

NICHE 1: COPYWRITING (5 DMs)

DM 1 — E-commerce brand with weak product descriptions

Hey [Name], checked out your store just now. Your products look genuinely good but the descriptions are doing them zero justice. Most of them read like spec sheets, not reasons to buy. I write product copy that actually sells. Want me to rewrite one listing for free so you can see the difference?

DM 2 — Business running ads but with a weak landing page

Hey [Name], saw your ad running for [product]. The creative is solid but the landing page it sends people to does not match the energy of the ad at all. That gap is probably killing your conversion rate. I fix landing page copy for businesses like yours. Want me to point out the 3 things I would change first?

DM 3 — Local service business with no website copy

Hey [Name], found your business on Instagram. You clearly do great work judging by your reviews but your bio and highlights do not communicate what makes you different from the 20 other [business type] accounts in the city. That is costing you followers who could be clients. I write bios and service page copy for local businesses. Want a quick rewrite of your bio on me?

DM 4 — Coach or consultant with a weak offer description

Hey [Name], been following your content for a bit. Your posts are great but when I clicked to see your offer, the description made it really hard to understand what I would actually get. Unclear offers do not convert even when the service itself is excellent. I write offer copy for coaches. Want me to take a look and tell you what I would tighten up?

DM 5 — Brand with inconsistent tone across posts

Hey [Name], love the visual direction of your page. One thing I noticed: your captions switch between very formal and very casual from post to post. That inconsistency makes the brand feel unpolished even when the content is good. I help brands lock in a consistent voice across all their copy. Want me to define your brand voice in one paragraph for free so you can see what I mean?

NICHE 2: LINKEDIN GHOSTWRITING (5 DMs)

DM 6 — Founder who posts inconsistently

Hey [Name], noticed you have not posted on LinkedIn in 3 weeks. Founders in your space who post consistently are pulling serious inbound right now and you are leaving that on the table. I ghostwrite LinkedIn content for founders who do not have the time. Want me to write one post based on something you are working on right now, completely free, so you can see what it looks like?

DM 7 — Expert with great experience but low engagement

Hey [Name], your background is genuinely impressive but your LinkedIn posts are not reflecting that. You have insights that your audience would pay attention to but the way they are written right now is not stopping anyone's scroll. I write LinkedIn content for people with real expertise who just need someone to translate it into posts people actually read. Want one example?

DM 8 — Business owner who only posts promotional content

Hey [Name], every post on your LinkedIn is a product or service announcement. That content gets ignored because it asks people to buy before it gives them a reason to trust you. I help business owners build thought leadership content that brings inbound leads before the pitch. Want me to write one non-promotional post about your work to show you the difference?

DM 9 — Professional with under 500 followers despite good content

Hey [Name], your content quality is genuinely above average for your niche but your follower count does not reflect that. The problem is usually not the content itself but the hook on the first line. I optimize LinkedIn content for growth. Want me to rewrite the first line of your last 3 posts and show you why the current version is not making people stop?

DM 10 — Agency owner who is not on LinkedIn at all

Hey [Name], your agency does great work based on your website but you have zero LinkedIn presence. Your competitors are closing clients directly from LinkedIn right now. I build LinkedIn presence for agency owners from scratch. Want me to write your first post and an optimized headline for free so you have something to test with?

NICHE 3: SOCIAL MEDIA MANAGEMENT (5 DMs)

DM 11 — Local restaurant posting once a week

Hey [Name], your food looks incredible but you are only posting once a week and the captions are doing nothing to make people want to come in. Restaurants that post 4 to 5 times a week with the right copy see a measurable difference in foot traffic. I manage Instagram for restaurants. Want me to write a week of captions for you right now, for free, so you can see what consistent looks like?

DM 12 — Salon or beauty business with no engagement

Hey [Name], your transformation photos are great but the captions are just the service name and a price. That content gets zero saves or shares because there is nothing to react to. I manage social media for beauty businesses and turn their work into content people actually engage with. Want one caption rewrite to show you the difference?

DM 13 — Fitness coach posting workouts but no strategy

Hey [Name], you post a lot of workout content but every post looks the same. No hooks, no storytelling, no reason for a new follower to stick around. I create content strategies for fitness coaches that mix education, proof, and personality so the audience grows consistently. Want a free 7-day content plan built around your niche?

DM 14 — D2C brand with good products but boring feed

Hey [Name], your products are strong but your feed feels like a catalogue. Every post is a product photo with a price. Nobody saves or shares that. I run social media for D2C brands and build content that makes people want to follow before they buy. Want to see a sample post written for your brand?

DM 15 — Personal brand account that stopped growing

Hey [Name], your page grew well early on but the last 3 months of content have not landed the same way. This usually happens when the content pillars stop being varied and everything starts looking the same. I manage personal brand accounts and rebuild growth momentum. Want me to audit your last 9 posts and tell you exactly what I would change?

NICHE 4: CHATBOT AND AUTOMATION (5 DMs)

DM 16 — Restaurant or cafe getting DMs they respond to manually

Hey [Name], saw you are active on Instagram and clearly getting messages from customers. Manually answering the same 10 questions every day is hours of work that should not require a human. I set up WhatsApp and Instagram chatbots for restaurants that handle FAQs, reservations, and menu questions automatically. Want me to show you what a bot would look like for your specific business?

DM 17 — Clinic or healthcare business with high inquiry volume

Hey [Name], clinics like yours typically get the same appointment and pricing questions over and over every day. That is exactly the kind of repetitive task that a WhatsApp chatbot handles in seconds without any staff involvement. I build chatbots for clinics. Want to see a demo of what it would look like for your practice?

DM 18 — Real estate agent managing inquiries manually

Hey [Name], you are clearly getting a lot of property inquiries based on your post engagement. Responding to all of them manually is slowing down your response time and costing you leads who move on when they do not hear back fast enough. I build property inquiry bots that respond instantly and qualify leads automatically. Want a quick demo?

DM 19 — Online coach with a messy DM inbox

Hey [Name], coaching businesses at your scale usually have a nightmare inbox with the same discovery questions coming in daily. There is a clean way to automate that first touchpoint so only qualified leads get to your calendar. I set up intake automation for coaches. Want me to walk you through what the system looks like in 10 minutes?

DM 20 — Agency or business using too many disconnected tools

Hey [Name], most agencies at your stage are spending 2 to 3 hours a day moving data between tools manually. Leads from forms going into spreadsheets, invoices being created manually, follow-ups being sent one by one. I automate those workflows using Make.com so your team stops doing data entry entirely. Want me to identify one process I can automate for you this week?

NICHE 5: DESIGN SERVICES (5 DMs)

DM 21 — YouTuber with low-effort thumbnails

Hey [Name], your video content is genuinely good but your thumbnails are costing you clicks. The text is hard to read on mobile, the images are stock photos, and nothing about them says "watch this." Thumbnails are the single biggest variable in click-through rate on YouTube. I design thumbnails for creators in your niche. Want me to redesign one of your existing thumbnails for free so you can compare?

DM 22 — Instagram creator with inconsistent visual style

Hey [Name], your content ideas are strong but your visuals look different every week. No consistent color palette, no recognizable style, no visual identity. That inconsistency makes it hard for people to instantly recognize your content in their feed. I design carousel and post templates for creators so every post looks cohesive. Want a free template set based on your current colors?

DM 23 — Business running ads with stock photo creatives

Hey [Name], saw your ad running in my feed. The copy is decent but the image is a stock photo that looks like every other ad in the same space. Stock creative is the fastest way to get ignored. I design ad creatives for businesses that stop the scroll without looking like ads. Want to see a custom creative made for your offer?

DM 24 — D2C brand with no carousel content

Hey [Name], your page is all single images and Reels but no carousels. Carousels consistently get the highest saves on Instagram and saves are what tell the algorithm your content is worth showing to more people. I design carousels for D2C brands. Want me to put together a sample 6-slide carousel for one of your products so you can see what it looks like?

DM 25 — Personal brand with no visual identity

Hey [Name], your content is good but if I look at your last 12 posts there is no visual thread connecting them. Different fonts, different colors, different energy. A strong visual identity makes people recognize your content before they even read the caption. I build visual identity systems for personal brands. Want a free brand board showing what your page could look like with a consistent visual language?

The DM is not the sale. It is just the door.

Your only job with these messages is to get a reply. Once someone replies, the conversation does the rest. Do not overthink the follow-up, do not over-explain your service in the first message, and do not send the same DM to 200 people without reading their page first.

The bracket placeholders are there for a reason. The more specific you make each message to the actual person you are sending it to, the higher your reply rate will be. Spend 60 seconds on their profile before you hit send. That 60 seconds is what separates these DMs from ***spam***.