

INBOX-INCOME OS — FREE RESOURCE

The Messenger Money Map



The 6-stage conversion arc that turns Facebook DMs into
paying customers — **without ads.**

THE ARC, AT A GLANCE



BUILT FOR OPERATORS, NOT MARKETERS

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1 Cold STAGE 1

They liked or commented once. No DM yet — a name in a notification list, nothing more.

Move: Open with the smallest possible ask. Reference their exact action, never a pitch.

REPLY TEMPLATE

Saw your comment on the [topic] post — quick q: are you trying to fix [problem] for yourself or for clients?

2 Warm STAGE 2

They replied. One or two messages deep. Curious, but still deciding if you are worth their time.

Move: Diagnose out loud. Show you understand their situation faster than they can explain it.

REPLY TEMPLATE

Got it. Most people in your spot are stuck because [root cause] — not [surface symptom]. Is that what's happening for you?

3 Hot STAGE 3

They confirmed the pain and asked a follow-up. Momentum is real — they want the how.

Move: Give one genuinely useful step for free. Earn the right to the next message.

REPLY TEMPLATE

Here's the first move: [specific tactic]. Try it today. If it lands, there's a cleaner way to run the whole thing — want me to walk you through it?

4 Engaged STAGE 4

They acted on your advice or said "yes, walk me through it." They are leaning in, not being sold to.

Move: Map their goal to a concrete outcome and a timeline. Make the gap between now and there obvious.

REPLY TEMPLATE

Where do you want [metric] to be in 90 days? I ask because the path from where you are to there is pretty defined — I can show you the exact steps.

5 Pitched STAGE 5

The offer is on the table. Price and scope are stated plainly. They are weighing it.

Move: State the offer once, clearly. No stacking, no fake urgency. Then go quiet and let them decide.

REPLY TEMPLATE

So here's the offer: [deliverable] for [price], done in [timeframe]. Two spots this month. Want one of them?

✓ Closed STAGE 6

They said yes. Payment link sent, onboarding starts. A DM became revenue.

Move: Confirm fast, remove all friction, and set the first win in motion within 24 hours.

REPLY TEMPLATE

Locked in. Here's your link: [checkout]. Once you're in, first thing we do is [quick win] so you feel it working day one.

NEXT MOVE

Want the whole arc automated? The Inbox-Income Conversion Copilot runs every stage for you.

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Comment "SYSTEM" on my latest post → get full Copilot early access