



The 5 Minute Fix

◆ MEMBER RESOURCE ◆

THE CLIENT CONVERSATION STARTER KIT

The words to open the door. Without feeling like a pitch.

A NOTE FROM PAM

Opening a door is not the same as making a pitch.

Let me tell you what's actually happening when a potential client sits in your world for months without ever becoming a real conversation.

It's not that they're not interested. It's not that the timing is wrong. It's that nobody opened the door.

Most service providers I know are surrounded by potential clients. They're in the comment threads. They're watching the Stories. They're showing up in the Facebook groups asking exactly the questions you help people answer. The connection is there. The rapport is real.

What's missing is the move.

And the move feels scary because we've all been pitched at by someone who treated a DM like a cold call, dropping their packages and prying into a conversation that was two comments old. That experience makes us so afraid of being that person that we swing to the other extreme and never reach out at all.

But opening a door is not the same as making a pitch. A genuine message to a real person you've actually been paying attention to is not a cold call. It's a human being doing what humans do, saying "I see you, I'm interested, let's actually connect."

The templates in this kit are not sales scripts. They are conversation openers. What happens after the door opens depends on the conversation, and conversations, when they're real, have a way of taking care of themselves.

Pick one scenario. Pick one person. Send one message today.

STAY MAGICAL! ✨

Pam Langord, Simply Magic Marketing

◆ BEFORE YOU REACH OUT ◆

THE WARMTH CHECK

Is this person warm enough to reach out to?

Not every connection is ready for a conversation starter. Use this quick check before you send anything.

- ☐ Have you engaged with their content at least 2–3 times?
- ☐ Have they engaged with yours, liked, commented, replied, reacted?
- ☐ Do you genuinely know something specific about what they're working on or struggling with?
- ☐ Would this message feel like a natural next step to them, not a surprise from a stranger?

Three or four checked? You're warm. Send the message.

If you checked one or two, spend another week engaging genuinely before you reach out. The warmth does the heavy lifting. Don't skip it.

THE COMMENT THREAD WARM-UP

The situation

You've been engaging with this person consistently across social media. They comment on your posts, you comment on theirs. There's a real mutual awareness, but it's never moved beyond the public thread. You'd like to actually connect.

What makes this work

You're acknowledging the existing connection rather than pretending this is a cold reach-out. You're not pitching anything, you're just taking a natural next step in a relationship that's already there.

THE MESSAGE

Hey [Name]!

I feel like we keep crossing paths in the best way, I always enjoy your [posts/comments/perspective on X].

I'd love to actually connect properly sometime. Would you be up for a quick virtual coffee? No agenda, just a real conversation.

Let me know if you're open to it!

[Your name]

WHEN THEY SAY YES

That's great! Here's a link to grab a time that works for you:
[calendar link]

Looking forward to it!

WHEN THEY ASK "WHAT'S IT ABOUT?"

Honestly, no agenda! I just enjoy your perspective and thought it would be more fun to actually talk than keep commenting at each other. 😊

If anything useful comes out of it for either of us, great. But really just want to connect.

WHAT NOT TO DO

- Don't include your calendar link in the first message
- Don't mention your services, packages, or offers
- Don't say "I think I can help you" before they've asked
- Don't send a voice note longer than 60 seconds as the opener

THE "WE SHOULD TALK" OPENER

The situation

Someone has shared a problem, frustration, or goal in a group, in their content, or in a conversation, and it's exactly what you help people with. You've already been helpful publicly. Now you want to follow up privately without it feeling like you're sliding into their DMs with a pitch.

What makes this work

You're referencing something specific they actually said. You're being transparent about the fact that you're following up. And you're explicitly NOT pitching, which paradoxically makes people far more open to talking.

THE MESSAGE

Hey [Name]!

I left a comment on your post about [specific topic] but wanted to follow up here.

What you described, [brief reflection of their specific situation in their words, not yours], is something I work with a lot, and I just kept thinking about it.

No pitch, I promise. I just genuinely think a quick conversation might be useful for you. Would you be open to that?

[Your name]

WHEN THEY SAY YES

So glad! Here are a couple of times that work for me, [options], or feel free to grab a time here: [calendar link]

And truly, no pressure. If it turns out there's nothing useful, we've at least had a good conversation.

WHEN THEY ASK "WHAT DO YOU DO?"

I work with [brief description of who you help and the main thing you help them do]. But honestly the reason I reached out was specifically because of what you shared about [their thing], that felt very familiar from the work I do.

Happy to share more if we jump on a call!

WHAT NOT TO DO

- Don't send a long explanation of your services in the opening message
- Don't reference your offer, your pricing, or your program name
- Don't say "I have something perfect for you", let them discover that
- Don't follow up more than once if they don't respond

THE FOLLOW-UP AFTER CONNECTION

The situation

You met this person somewhere, a virtual event, a group coaching call, a webinar Q&A, a mutual friend's community. The conversation was good. You maybe even exchanged contact info or connected on social. And then... nothing happened. Days turned into weeks and now it feels awkward to reach out.

What makes this work

You're referencing something specific they said, which shows you were actually listening. You're asking one question about them. That's it. One question is almost always enough to restart a conversation that has real potential.

THE MESSAGE

Hey [Name]!

I keep thinking about what you said during [event/call/session] about [specific thing they mentioned]. It really stuck with me.

How's that going for you now?

[Your name]

WHEN THEY RESPOND

Let them answer fully before you say anything about yourself or your work. Ask one follow-up question:

That's really interesting, [genuine reaction to what they said]. What have you tried so far?

I hear that. What would it look like if that [challenge/situation] was actually resolved?

Only after a real back-and-forth, when it feels natural, should you mention what you do. And even then, keep it light:

This is actually an area I work in a lot. I don't want to make this a thing, but if it would be useful to talk more specifically about your situation. I'm happy to do that.

WHAT NOT TO DO

- Don't open with a summary of who you are and what you do
- Don't mention your offer until the conversation naturally leads there
- Don't send a generic "great to meet you!" follow-up with no specific reference to what was discussed

◆ THE DOOR IS OPEN ◆

WHEN THEY SAY YES TO A CALL

You opened the door. They said yes. Now what?

BEFORE THE CALL

- Send a simple confirmation with the calendar link and one line about what you're looking forward to discussing
- Do NOT send a long intake form or a pre-call questionnaire for a first conversation, that's for after they've decided to work with you

ON THE CALL

- Start with genuine curiosity, ask them about what's going on in their business right now
- Listen more than you talk for the first half
- Let them arrive at "I need help with this" themselves, your job is to ask good questions, not to pitch

AFTER THE CALL

- Send a brief follow-up within 24 hours referencing something specific from the conversation
- If it feels like a fit, this is where you make the offer or suggest next steps
- If it doesn't feel like a fit, that's okay too. A good conversation is never wasted.



THE WARMTH BUILDER

What to do before you're ready to reach out.

Not ready to send a message yet? Here's how to warm up a connection over 1–2 weeks before you do.

WEEK ONE

- Comment genuinely on 2–3 of their posts, specific, thoughtful, not just "love this!"
- If they're in a group you're both in, answer a question they asked or affirm something they said

WEEK TWO

- Share one of their posts with a brief note about why you found it useful
- Reply to one of their Stories if they post them
- Respond to a comment they leave on someone else's post

THEN REACH OUT. AT THIS POINT YOU'RE NOT A STRANGER, AND
YOU'RE NOT COLD.

THE MESSAGE LANDS COMPLETELY DIFFERENTLY.

READY FOR YOUR NEXT MAGIC MOVE?

If this got your brain buzzing with ideas, don't let that momentum fizzle.

☕ OPTION 1: LET'S HAVE A VIRTUAL COFFEE (OR WINE) CHAT

Need a second brain on your marketing? Want feedback on your strategy, your offer, or your content? Or maybe you're just craving real talk from someone who gets the tech, the strategy, and the fact that you have zero time for fluff.

Let's sip and strategize for 30 minutes. Zero pressure, 100% clarity.

👉 [Grab a Coffee Slot](#)

✨ OPTION 2: APPLY TO WORK TOGETHER, AND LET'S BUILD THE MAGIC

Already know you want expert eyes and seriously good strategy support on your business? Skip the chit-chat and head straight for results. Fair warning: I will nudge you out of your comfort zone and into action, but only with love.

👉 [Apply to Work With Pam](#)



PAM LANGORD

Marketing Coach, Strategist & Tech Unicorn

Pam helps coaches and service providers scale their businesses simply and sustainably. With over a decade of experience in digital marketing, and a decades-long career as the go-to "figure-outer" known for building a better mousetrap, Pam has helped hundreds of heart-centered business owners grow without burning out or breaking the bank. She's the creator of the 5-Minute Fix, weekly, actionable business improvements designed to build real momentum, five minutes at a time.

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