

DM MANAGER

Playbook Tutorial

Everything "Support Agent" needs to close DMs into Arabic students

Learn Arabic with Asmae | Recorded by Asmae

What we'll cover

Six things, in this order. About 30 minutes total.

1

Your mission

What we're really doing here

2

The conversation flow

First contact → qualify → handle objections → close

3

The GHL pipeline

7 stages, daily routine, where every lead lives

4

Follow-ups & red flags

When to chase, when to drop

5

WhatsApp scripts tab

Your copy-paste cheat sheet

6

Your commission

How \$10/sale becomes \$1000+/month

Your mission

You're not selling. You're helping someone start a journey.

Think: warm helpful friend who knows about Arabic — not pushy salesperson. Ask questions, build interest, send the payment link.

\$10

Your commission per sale

Course is \$199 → you get \$10

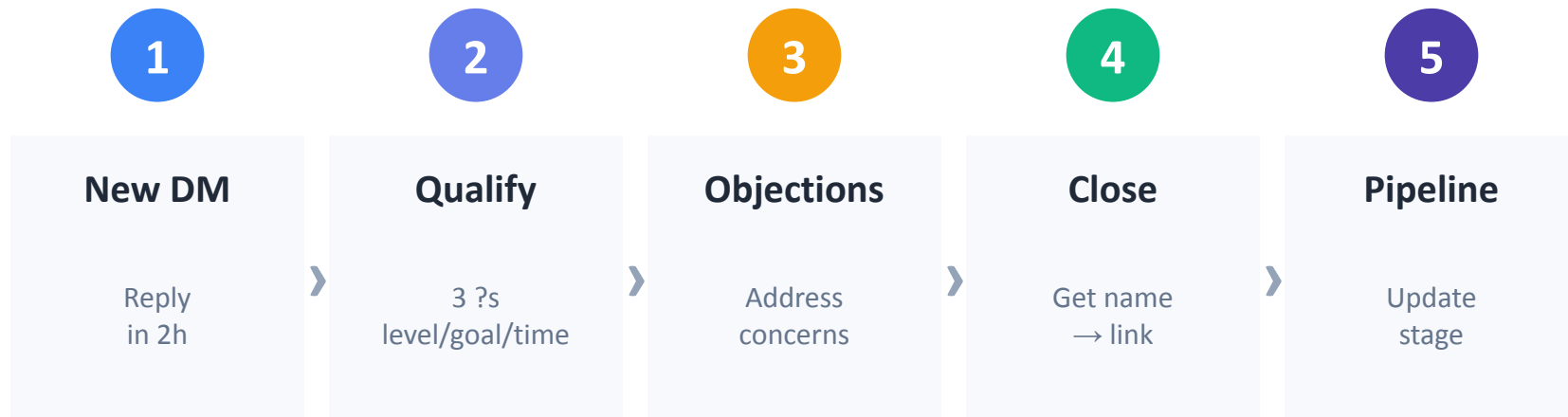
\$1000+

What a strong month looks like

100+ sales = \$1000+ in your pocket

The conversation flow

Every DM moves through these 5 stages. Your job is to walk them through.



Most leads don't go straight through. Some skip Objections (instant close), some loop back. The pipeline tracks where each one is.

First contact

The first message — copy this

Hi [Name]! 🙋

Thanks for reaching out. I'm "Hind / Marwa" from Learn Arabic with Asmae.

Quick question: Are you starting from zero, or do you already know some basics?

Looking forward to helping!

2 HRS

MAX response time

Fast = 2-3x close rate

- ONE question only
- Use their real name
- Don't send price yet

GHIL action: Create the contact → stage 'New Lead'. After you reply, move to 'Contacted'.

The 3 qualifying questions

After their first reply, ask these — one at a time — to understand the lead.

1 LEVEL

Ask:

"Are you starting from zero, or do you already know some basics?"

Why it matters:

Tells you if they need beginner or intermediate framing

2 GOAL

Ask:

"What's your main reason for learning Arabic? Family, travel, work, cultural, just curious?"

Why it matters:

The big one. A specific goal = warm lead = likely buyer

3 TIME

Ask:

"How much time can you realistically dedicate each week?"

Why it matters:

Confirms they can handle the 2 hr/week commitment

Reading the answer

Their answer to question 2 tells you almost everything.

WARM LEAD

Specific goal = likely buyer. Push toward close.

- ✓ "I want to reconnect with my family"
- ✓ "I'm traveling to Morocco next year"
- ✓ "I need Arabic for my new job"
- ✓ "I want to understand the Quran"

COLD LEAD

No real goal. Nurture only. Don't push.

- ? "Just curious, not sure yet"
- ? "Maybe someday"
- ? "I don't really know"
- ? "Heard it's a beautiful language"

The #1 objection: "It's too expensive"

90% of objections are price. Never lower it. Reframe the value.

WHAT TUTORS CHARGE

\$20–40

per single lesson

24 lessons × \$20–40 =

\$480 – \$960

of equivalent tutoring

OUR COURSE

\$199

total — for everything

PLUS:

Lifetime access · Recordings · Audio files
Study books · Community group

The magic question

After the value reframe, end your message with this. It changes everything.

***“Is it the total price that's the issue,
or would monthly payments help?”***

If they say 'monthly would help'

→ They want it. Send the link. Sale.

If they say 'it's the total price'

→ They're not buying yet. Move to nurture.

Other common objections

Full scripts for each are in the WhatsApp Scripts tab. Here are the moves.

"I don't have time"

It's 2 hours per week. Lessons are recorded — watch them whenever.

"Can I try it free first?"

No free private lessons. Invite them to the free WhatsApp community group instead.

"The Tue/Thu time doesn't work"

All recorded. They can watch anytime. Schedule isn't a real problem.

"I want one-on-one, not group"

Group is better for learning: peers, less pressure, more affordable. Try group first.

Always end an objection response with a question — keep them engaged in the conversation.

The 4-step close

When they say yes ("okay, let's do it" / "send me the link") — run this every time.

1

Get their name

"What's your first name for registration?"

2

Confirm class time

"Tuesday and Thursday at 3 PM Morocco time — works for you?"

3

Send payment link

"Here's the link — full \$199 or monthly, your choice."

4

Welcome them

🎉 Welcome! First class is [DATE]. Zoom link 1 hr before."

GHL action: After step 3, move them to 'Closing'. After step 4 (payment confirmed), move to 'Won' 🎉

The GHL pipeline

Every lead moves through 7 stages. If a lead isn't in the pipeline, it doesn't exist.



Three rules of the pipeline

- 1 If it's not in GHL, it doesn't exist
- 2 Update the stage immediately — not at end of day
- 3 Friday reports come straight from GHL — no spreadsheets

Your daily pipeline routine

30 minutes of GHL work per day. That's it.

MORNING

10 min

- Open pipeline view
- Reply to anyone in 'New Lead'
- Handle 3-day follow-ups due today
- Soft check-in for 'Closing' >24h

END OF DAY

5 min

- Confirm every convo is at the right stage
- Add notes on new objections you heard
- Set tomorrow's follow-up reminders

FRIDAY

15 min

- Count Won $\times$ \$10 = your commission
- Read Lost reasons — patterns?
- Send Asmae the weekly report

Follow-up strategy

One follow-up, three days later. If they don't reply, move on.

THE RULE

1

follow-up message

sent 3 days after silence

Silent another 4 days → Lost

The script — copy this

Hey [Name]! 🖐️

Just checking in – still interested in the Arabic course?

I know things get busy, no pressure at all.

"Marwa"

DON'T:

Send 5 messages in a row · Sound desperate · Push within 24h

Red flags — move on

Mark these as 'Lost' in GHIL and stop chasing. Your time is valuable.

1

Asks for free lessons more than once

Not a serious buyer

→ **Lost**

2

Ghosts for 7+ days after follow-up

Decision made, just silent

→ **Lost**

3

Demands 50%+ discount (\$99 for \$199)

Bargain hunter, won't value the course

→ **Lost**

4

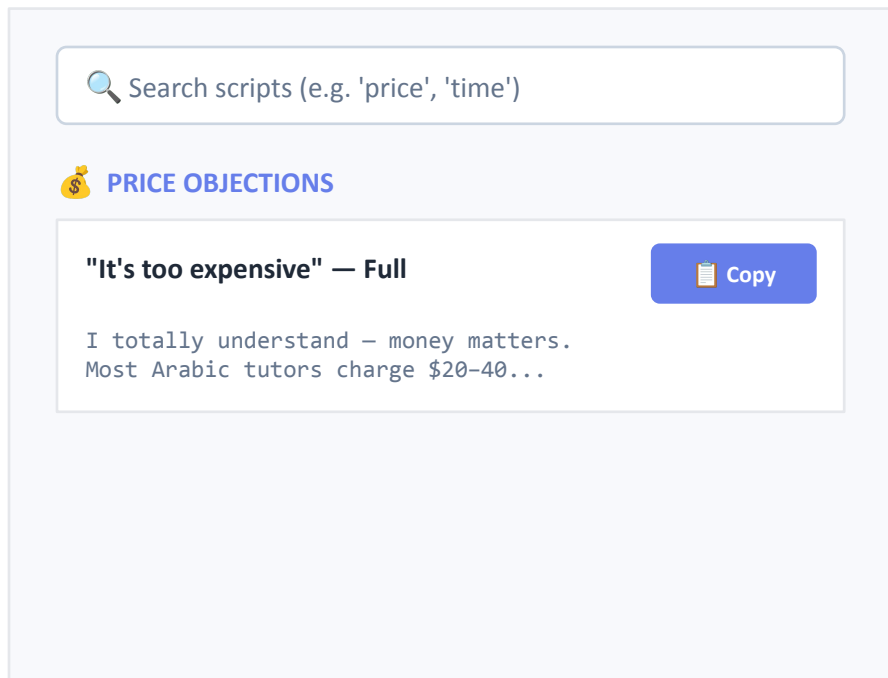
Stuck in 'maybe' for 2+ weeks

Not actually interested

→ **Lost**

WhatsApp Scripts tab — your daily friend

31 ready-to-paste messages in the playbook. Pin this tab on your phone.



How "Support Agent" uses it

- 1 Open the WhatsApp Scripts tab
- 2 Search by keyword OR scroll the category
- 3 Tap  Copy on the right script
- 4 Paste into WhatsApp, edit [Name], send

Your commission

\$10 per confirmed sale. Counted from 'Won' leads in GHIL every Friday.

\$10

Per sale

\$199 course → \$10 to you

\$40

Per week

4 sales/week — easy pace

\$160

Per month

16 sales — comfortable

\$1000+

Stretch

100+ sales — pro level

Three ways to earn more:

Speed (reply <2hr) · Master the price objection · Move dead leads to Lost faster

The path to \$1000+ months

Realistic ramp. Most managers hit stretch by month 5-6.

MONTH 1 5–10 sales	\$50–100	<i>Learning the playbook. Building speed.</i>
MONTH 2 12–18 sales	\$120–180	<i>Tightening objection handling.</i>
MONTH 3 25–40 sales	\$250–400	<i>Volume + close rate together.</i>
MONTH 4–6 50–100+ sales	\$500–1000+	<i>Full speed. Stretch goal hit.</i>

Your Friday report

Every Friday before EOD, send Asmae these 5 numbers — straight from GHL.

New leads added this week	—
Moved to 'Won'	—
Moved to 'Lost'	—
Close rate ($\text{Won} \div (\text{Won} + \text{Lost})$)	__%
Commission earned ($\text{Won} \times \$10$)	\$__

CRUSHING IT

25%+

close rate

2 hr

max response time

ONE LAST THING

You're not just closing sales.

You're changing lives.

Every sale you close = one real person who goes from zero Arabic to having real conversations in four months.

Some reconnect with family. Some travel with confidence.
Some understand the Quran for the first time.

You made that happen.

Welcome to the team, "Support Agent". Let's go.