

// LINKEDIN OUTREACH THAT DOESN'T FEEL LIKE SELLING

# The Money Is in the Conversation

*A 4-principle system for turning cold connections into clients, one human reply at a time.*

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Most DMs fail because they try to sell. This is the exact framework Kasey uses to get replies, find the real problem, and earn the action, without ever sounding like a pitch.

// START HERE

# Why most DMs *die* on arrival

Humans love buying. They hate being sold to. The second someone feels a pitch coming, the walls go up. So the whole game is to stay human and give value first. You don't have to be better than everyone in the inbox. You just have to be **different**, and almost nobody is being a real person.

// THE ONE IDEA TO REMEMBER

*The money is in the conversation.*

You are not trying to close in the DMs. You are trying to start a real exchange that earns the right to ask for something later.

// THE 4 PRINCIPLES (IN THIS ORDER, ON PURPOSE)

## Reply → Problem → Value → Action

### PRINCIPLE 01

#### Get the reply

Message #1 has exactly one job: a reply. Not a sale, not a call booked. Sound like a human and give them something easy to laugh at or say yes/no to. Think first text, not marriage proposal.

##### DO

"Are you building on LinkedIn, or just here for the content?"  
Short, human, easy.

##### DON'T

A long, open-ended, AI-sounding question that shows zero homework. Instant ignore.

##### SWIPE

*"Hey [name], saw you just connected. Are you building here on LinkedIn, or mostly here for the content?"*

### PRINCIPLE 02

#### Figure out the problem

Now become the doctor. A doctor in a white coat doesn't prescribe before asking questions, the questions are what create authority. Ask until you find a real problem you can actually help with.

##### DO

"How's it going for you? Is one platform treating you better than another?"

##### DON'T

Jump straight to "want to hop on a call?" You haven't earned it and you don't know the problem yet.

##### SWIPE

*"Curious, are you using LinkedIn mostly to land clients, or to build the audience first?"*

## Give first. *Then* ask.

### PRINCIPLE 03

#### Provide value

Once you know the problem, hand over something genuinely useful tied to it: a tip, a resource, a quick win. This is the law of reciprocity. Give first, and they feel the pull to give back.

##### DO

Little pointers in-thread: "Pro tip, vertical photos do really well on LinkedIn." Specific and free.

##### DON'T

Withhold everything so you can "save it for the call." Generosity is the whole move.

##### SWIPE

*"That's a common one. Here's the quickest fix I give clients: [one specific, usable tip]. Happy to share more if it helps."*

### PRINCIPLE 04

#### Get them to take an action

Only now do you point to the next step, and keep it light. Download the lead magnet, join the waitlist, grab a call. Because you led with value, the ask feels like a favor returned, not a pitch.

##### DO

Offer the smallest next yes: "I made a free guide on exactly this, want me to send it?"

##### DON'T

Stack three asks at once. One clear action, tied to the problem you just helped with.

##### SWIPE

*"I actually put together a short playbook on this. Want me to drop the link?"*

### // THE MINDSET UNDER ALL FOUR

#### *"I have nothing to sell you."*

Hormozi opened every video with that line for two years before his book. Walls drop, the list fills. When you genuinely lead to serve, you convert more than the people who lead to sell.

// WATCH IT WORK, A REAL THREAD

# The *Gail* conversation

A real DM exchange, annotated so you can see each principle fire. Gail liked a relevant post, so Kasey already had a little authority. Notice nobody ever gets "sold."

**01 - GET THE REPLY** Easy, human, one question.

KASEY  
Are you building here on LinkedIn? Or are you just here for the content?

GAIL  
I'm building on LinkedIn, Instagram, and YouTube!

KASEY  
Oh wow, you are everywhere, lol

**02 - FIGURE OUT THE PROBLEM** Ask like the doctor. Find the real issue.

KASEY  
How's it been going for you? Are you seeing one platform treat you better than another?

GAIL  
LinkedIn for sure. My last post about being a Navy vet did the best. [sends link]

**03 - PROVIDE VALUE** Little pointers, freely given.

KASEY  
Happy belated Veterans Day, thank you for your service. Great photo too. Pro tip: vertical photos do really well on LinkedIn.

KASEY  
Are you using LinkedIn mostly to gain clients?

**04 - THE ACTION (IT COMES LATER)** No pitch. Value kept flowing over email.

GAIL  
Gaining clients is the goal. This is so helpful, thank you!

## // WHAT HAPPENED NEXT

Gail kept engaging, started commenting on every lead-magnet post, then emailed with questions. Kasey just kept helping. When Brick by Brick opened for cohort three, **Gail was the first person to join**. No close. Just a conversation that earned it.

// WHO, HOW MANY, WHAT TO MEASURE

# Point the system at the *right* people

// THE 3 BUCKETS (START WITH #1)

1

## People who engage

Anyone liking or commenting on your content. Warmest of all.

*"10 minutes in an airport? These get talked to first."*

2

## New connections

Connected in the last 24 to 48 hours. A simple "great to be connected" opens it.

*"Bucket two has made me the most money."*

3

## Cold, if needed

Net new. Connect, no pitch, then act human with a homework-based question.

*Works even on founders and CEOs.*

// THE VOLUME MATH (*Kasey's own illustration, not a guarantee*)

40

VOICE NOTES / 1 HR

~80%

REPLY (A NAMED VOICE NOTE STANDS OUT)

~10

TAKE AN ACTION / DAY

~200

ACTIONS / MONTH FROM 1 HR A DAY

*Kasey's point isn't the exact numbers. It's that a single focused hour, spent being human at volume, compounds. "This is why I'm so bullish on the DMs."*

// THE 2 METRICS THAT ACTUALLY MATTER

LAGGING · IMPACT

## Share ratio

Shares ÷ impressions. Aim for **0.3 or higher** (0.5 is strong). A share means it mattered enough to pass on. A viral post can still flop here: Kasey's Serena post hit huge reach at just 0.02.

LEADING · ATTENTION

## Stay time

The longer someone stays on a post, the more likely they share it. The frame: **stop, stay, share**. Review the numbers quarterly, not daily, so you don't chase noise.

// YOUR MOVE THIS WEEK

## 50 DMs. *Work the room.*

Treat LinkedIn like a room at a conference, not a research project. You wouldn't write a dossier before saying hello, so don't here either. Walk up, be human, start the conversation.

// THE REPS

**4 posts** that speak to one specific person.

**50 DMs** across the week, sourced like this:

- Scroll your own likes and comments (bucket 1)
- New connections from the last 48 hrs (bucket 2)
- Run each through the 4 principles

// THE STANDARD

Make every message **10x better than the examples here.**

Yours should sound more like you, not less. The scripts are training wheels, your voice is the point.

// SWIPE LINES, ONE PER PRINCIPLE

**01 - GET THE REPLY**

*"Hey [name], are you building here on LinkedIn, or mostly here for the content?"*

**02 - FIND THE PROBLEM**

*"Curious, is one platform treating you better than the others right now?"*

**03 - PROVIDE VALUE**

*"Quick tip that helps a lot of folks with that: [one specific, usable win]."*

**04 - GET THE ACTION**

*"I made a short free guide on exactly this. Want me to send it over?"*

// KEEP GOING

## Want the full system, scripts and all?

This is the short version of what we teach inside Brick by Brick.

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