

**SOCIAL SELLING**

# Social Selling, No Spam

Post so people come to you instead of dreading your DMs.

**WHAT'S INSIDE**

The 3-1-1 content rule

Story-based posts

A 7-day starter plan

Attraction-not-pitch DMs

# Stop broadcasting. Start attracting.

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The "hey hun, are you still looking to make money from home?" copy-paste blast is dead. It gets ignored, reported, and quietly judged. The builders winning on social now do the opposite: they post content worth following and let interested people raise their hand first.

This guide rebuilds your social presence around one idea: be the person worth following, not the pitch people avoid. You'll get a content mix, real post frameworks, a 7-day plan to get unstuck, and DM scripts that start conversations instead of ending them.

## The shift in one line

Old way: message 50 people a pitch and hope. New way: post for the 50 people watching quietly, and let the warm ones come to you. The second list converts far better because they self-selected.

## Why the spray-and-pray approach backfires

- **Platforms punish it.** Identical messages to many people trip spam detection — you risk restrictions or a ban.
- **It burns your warm market.** People mute or unfollow the moment you feel transactional.
- **It attracts the wrong people.** Pitch-bait recruits chase money and quit fast; content attracts people who like you.

# The content mix: 3-1-1

Consistency beats virality. A simple weekly rhythm keeps you posting without overthinking. For every 5 posts, aim for three that give, one that shows your life, and one that invites.

- **3 × Value or story.** Teach something small, share a relatable moment, or tell a story. This is the work that earns trust. No selling. Example: a 60-second tip, a behind-the-scenes, a lesson you learned this week.
- **1 × Personal / lifestyle.** Show you're a real human — your kids, your morning, a win, a struggle. People join people, not products. This is what makes a stranger feel like they know you.
- **1 × Soft invitation.** ONE clear, low-pressure ask: "DM me the word INFO," "comment if you want the recipe," "link in bio." Earned because the other four posts gave first.

## The 4-to-1 ratio is the whole secret

Give four times before you ask once. Most builders invert this — they pitch constantly and wonder why engagement died. Flip the ratio and your audience stops scrolling past you.

- **Save your invitations for when you've earned attention**

If your last five posts were all asks, even a good offer reads as desperate. Front-load value so the invitation feels like a natural next step, not a cold open.

# Post frameworks you can fill in tonight

You don't need to be clever — you need a repeatable structure. Here are four frameworks that consistently earn engagement. Fill in the brackets and post.

## FRAMEWORK 1 — THE RELATABLE STORY

Hook: "I almost [quit / didn't / cried] when [relatable moment]."

Middle: what happened, honestly — including the messy part.

Lesson: the small thing you took away.

Soft close: "Anyone else been here?" (a question, not a pitch)

## FRAMEWORK 2 — THE QUICK TIP

"3 things I wish I knew about [topic] sooner:

1. [tip]
2. [tip]
3. [tip]

Save this for later — which one surprised you?"

## FRAMEWORK 3 — THE BEHIND-THE-SCENES

Show the unglamorous reality: packing orders at the kitchen table, working in the school pickup line, a 6am routine. Caption it honestly. People trust the ordinary far more than the highlight reel.

## FRAMEWORK 4 — THE SOFT INVITATION

"I help [who] with [what, framed as a benefit, no claim]. If that's you and you want [the resource], comment [WORD] or DM me and I'll send it over. No pitch, promise."

## Comments are conversions in disguise

Reply to every comment within a few hours like a normal person, not a salesperson. A genuine back-and-forth in the comments warms people up better than any DM blast — and the platform rewards the engagement with reach.

## Your 7-day get-unstuck plan

Stop planning and start posting. Run this exact week to break the "post once, then ghost" cycle. Each day is one small action, 15 minutes or less.

Day	Do this
Mon	Relatable story post (Framework 1). Reply to every comment.
Tue	Engage only — comment genuinely on 10 other people's posts.
Wed	Quick-tip post (Framework 2). Save-worthy.
Thu	Personal / lifestyle post. Show the real you.
Fri	Behind-the-scenes post (Framework 3). Honest, unpolished.
Sat	Soft invitation (Framework 4). Your one ask of the week.
Sun	Rest + reply to DMs. Plan next week's 5 posts in 10 min.

- **Engagement days matter as much as posting days**

Tuesday is a "comment on others" day on purpose. Showing up in other people's comments is how new people discover you — it's the most underrated growth move in social selling, and it costs nothing.

## DMs that don't make people cringe

When someone raises their hand — a comment, a reaction, a profile visit — that's your cue. Respond like a human who's curious, not a closer with a quota.

### THEY ENGAGED — OPEN THE LOOP

Hey [Name], thanks for [commenting / the love] on my [post]! Genuinely curious — what made you stop on that one? (No pitch — just start a real conversation.)

### THEY ASKED FOR THE RESOURCE

Yes! Sending it now — here you go: [resource]. Take a look whenever, zero pressure. If anything sparks a question, my DMs are open.

### Never auto-DM at scale

Bulk-sending the same DM to everyone who follows or comments is the single fastest way to get your account restricted — and it reads as exactly the spam you're trying to escape. Send real, one-at-a-time replies. Fewer, warmer conversations beat a hundred cold blasts.

## The compliance line on social

Everything you post is public and permanent. The same rules from in-person conversations apply, only louder: no income claims, no "replace your salary," no before/after health results, no "guaranteed." A single screenshot of a risky post can follow you for years. When in doubt, keep the post about the lifestyle and the people, not the paycheck.

### Your company's social policy wins

This is general guidance, not legal advice. Many companies have specific social-media rules — required disclosures, banned hashtags, restrictions on naming the company or product, rules about showing income or results. Read your company's social policy and follow it, even where it's stricter than this guide. It protects you and your team.

### FROM TIERUP

TierUp turns this whole system into a daily habit: a 30-day content calendar of compliant story, value, and invitation prompts so you're never staring at a blank caption — and a compliance script-checker that scans any post or DM for income and health claims before you hit publish. Show up consistently without the spam or the worry, at [tierup.bizbottech.com](https://tierup.bizbottech.com).