

Free guide · Social selling

From follower to client: Instagram and WhatsApp that sell

How to optimize your profile, attract conversations with a useful freebie and answer messages with scripts that close sales without pressure. Includes templates for DMs and WhatsApp Business.

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Followers are the start, not the goal. The sale almost always happens in a private conversation: a DM, a WhatsApp chat, a call. This guide explains how to set up your profile so those conversations come in, and how to take them all the way to a new client.

01

Your profile is your storefront

When someone discovers one of your posts, the next thing they do is visit your profile. In a few seconds they decide whether to follow, message you or leave. Review these five elements:

- 1. Photo:** your logo or your face, readable at a small size.
- 2. Name:** include what you do, not just the brand. Example: "Recrea Agency · Design and marketing agency".
- 3. Bio:** what you do, who it's for and what the next step is.
- 4. Link:** it should go straight to WhatsApp, your calendar or a page with few options.
- 5. Highlights:** services, testimonials, pricing or FAQs, process and how to buy.

Bio formula

I help *[type of client]* *[achieve a result]*.

[Proof: years, clients or city].

📌 *[Action: message us, book or download]*.

02

A freebie in exchange for a conversation

The simplest way to start conversations is to offer something useful for free: a guide like this one, a price list, a template, a 15-minute review. This is called a *lead magnet*.

- It solves a small, concrete problem for your ideal client.
- It can be consumed in under ten minutes.
- It's requested with a keyword by DM or WhatsApp.
- It makes the next step clear if the person wants professional help.

Recrea Agency tip

Announce the freebie in a post, in stories and in a pinned highlight. Most people will notice it the second or third time.

03

Reply fast, and with a script

A message that waits for hours goes cold. You don't need to reply instantly, but you should reply the same day and with a clear structure. These templates keep you from improvising:

Message templates

First contact: "Hi, [name]! Thanks for reaching out. To recommend the best option, tell me: what do you need and by when?"

Sending the freebie: "Here's the guide 📖 [link]. If any questions about your case come up while you read it, message me here."

Price: "It depends on the scope. To give you a real number, let me ask three quick questions..."

Proposal: "Based on what you told me, I'd recommend [option]. It includes [benefits]. Can I walk you through it on a 10-minute call?"

Always reply with a question. The conversation moves forward when the other person has something to answer.

04

WhatsApp Business, set up properly

In the Dominican Republic, across Latin America and with Hispanic customers in the US, WhatsApp is where the sale closes. Use the free tools in the Business app:

- **Complete profile:** address, hours, website and description.
- **Catalog:** your products or services with a photo and a price or "from".
- **Greeting and away messages:** so nobody is left without an answer.
- **Quick replies:** save the templates above with shortcuts like /price or /guide.
- **Labels:** new, quoted, pending payment, client. That way you know who to follow up with.

05

Follow up without being pushy

Many sales are lost simply by not writing back. A friendly follow-up isn't annoying; it helps people decide. Use the 1 · 3 · 7 rule:

1. **Day 1:** "Did you get a chance to review the proposal? Happy to answer any questions."
2. **Day 3:** share a case or testimonial similar to what the person needs.
3. **Day 7:** "This is my last message about this. If you pick it up later, we're here."

Recrea Agency tip

Keep a simple log: a sheet with name, date of first message, stage and next follow-up. With that alone you can measure how many messages turn into clients.

Checklist

☐ My bio says what I do, who it's for and what the next step is.

☐ The profile link goes straight to a conversation.

☐ I have a useful freebie people request with a keyword.

☐ My WhatsApp quick replies are saved.

☐ I know who to follow up with this week.



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