FRAN MURAD

2026 EDITION

EXECUTION MANUAL

Clients through Instagram

How to turn your profile, your content and your direct messages into conversations, and those conversations into sales, without spam and without pressure.

WRITTEN BY

Fran Murad

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Clients Through Instagram

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This material is educational: it teaches work processes and the judgment to apply them. It does not guarantee sales, clients or financial results: those depend on execution, the market and each person's effort. It is not a substitute for professional legal, accounting or tax advice.

Questions, corrections or suggestions: write to contactofranmurad@gmail.com or on Instagram, @frann.murad.

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INTRODUCTION

Before you start

Who this book is for, what you'll have when you finish it, and the rule that runs through every chapter.

On Instagram, you don't sell with posts. You sell with conversations. Posts get people to know you; direct messages get them to buy from you.

Many entrepreneurs and professionals post consistently and have followers who like and comment, but they don't get clients. And when someone messages them asking for the price, they reply with the number and the conversation dies right there. The problem isn't the content: it's what happens afterwards, in the inbox.

This book is about that part. How to get people to message you, how to reply so the conversation moves forward, how to message people who don't know you yet without looking like spam, how to handle objections, follow up and close the sale. All through direct messages, which is where almost everything gets decided on Instagram.

Who it's for

- Professionals and entrepreneurs who sell services or products and use Instagram.
- People who have followers but no clients.
- People who get inquiries by message and feel that most of them “go cold.”
- People who want to go looking for clients on Instagram and don't know how to write without being a bother.

If you don't know yet what service to offer, start with *Sell Digital Services with No Experience*. If you want a general client-finding method that includes WhatsApp, email and in-person visits, read *Your First Clients*. This book is specific to Instagram.

What you'll have when you finish

- [ ] A profile that turns visits into conversations.
- [ ] Content that gets people to message you, with calls to action that work.
- [ ] A method for answering every inquiry and moving it toward a sale.
- [ ] Messages for reaching out to people who don't know you, personalized and respectful.
- [ ] A structure for the sales conversation by message.
- [ ] Answers to the most common objections.
- [ ] A follow-up cadence that doesn't annoy.
- [ ] A system for closing and getting paid by message.
- [ ] A way to organize dozens of conversations without losing any.

How it's organized

Part I is the foundation: why direct messages sell, the profile and the content that opens conversations.

Part II is the conversations: replying, writing first, the sales conversation, objections and follow-up.

Part III is closing and organizing: the close and payment, organizing your inbox and how to scale.

At the end there are four annexes: the message library, the conversation script, the prompts and the sources.

The rule

There's one rule that runs through the whole book, and it's worth keeping in mind from now on: **every message has to be something you'd like to receive.**

If a message is generic, pushy, manipulative or has nothing to do with the person, don't send it. Not only because it's annoying: because it doesn't work, because it damages your reputation and because Instagram limits accounts that behave like spam. Selling by message works when conversations are real, personal and useful to the other person.

SPAM DISGUISED AS STRATEGY

Sending the same message to hundreds of accounts, following and unfollowing to get attention, writing “Hi! I saw your profile and loved it, are you interested in increasing your sales?” to anyone. All of that gets sold as a “prospecting strategy,” and all of it is spam. It generates rejection, brings in almost no clients and can get your account restricted by Instagram. This book teaches the opposite.

BEFORE YOU TURN THE PAGE

Open your Instagram inbox and go through the last twenty conversations with potential clients. Write down: how many ended in a sale? In how many did the conversation die after you gave the price? How many were left without a reply from you or without follow-up? That's your starting point.

01

Why messages sell

The difference between posting and conversing, the two ways a sales conversation starts, and the Instagram rules worth knowing before you message anyone.

A post speaks to everyone at once. A message speaks to one person. And people buy when they feel someone understood their particular situation, not when they read something written for everyone.

Posting and conversing

	POSTING	CONVERSING
Who it speaks to	Many people at once	One person
What it generates	Reach, trust, recall	Understanding, personal trust, a decision
What you can adapt	Nothing: it's the same for everyone	Everything: questions, examples, offer
Typical result	Followers, engagement, profile visits	Sales

You need both. Content gets people to know you and message you. Conversation turns that interest into a sale. Many accounts do the first part

very well and abandon the second.

> **CONVERSATIONAL SELLING**
>
> Selling by message has a huge advantage over a sales page: you can ask questions. You can understand what's going on with that person, what they need, what's holding them back, and adapt what you offer. For services and products where every client is a little different, that's worth a great deal.

The two ways to start

A sales conversation on Instagram starts in one of two ways:

	INBOUND	OUTBOUND
Who writes first	The potential client	You
Why it happens	They saw your content, your profile, a recommendation	You found someone who might need you
Initial level of interest	High: they already want something	Low: they don't know you yet
What it needs	A good reply and a good conversation	A good reason to reply
Chapter	4	5

Ideally you have both. Inbound depends on your profile and your content (chapters 2 and 3). Outbound depends on your ability to find the right people and write to them well (chapter 5).

Instagram's rules

Instagram has rules about messages, and knowing them saves you trouble:

- [ ] **Message requests:** if you message someone who doesn't follow you, your message usually lands in a requests folder, and the person decides whether to accept it. They won't see your message right away.
- [ ] **Activity limits:** Instagram limits the number of actions (messages, follows, comments) an account can take in a given period. The limits aren't published as fixed numbers and they change. If you exceed them or your activity looks automated, your account may be temporarily restricted.
- [ ] **Community guidelines:** spam, harassment and unwanted messages go against the guidelines.
- [ ] **Third-party tools:** tools that automate messages outside Meta's official integrations can put your account at risk.

> **BUYING FOLLOWERS OR USING BOTS**
>
> Buying followers, using programs that follow and unfollow automatically, or bots that send mass messages: besides going against Instagram's rules, they damage your account. Fake followers don't buy, don't engage and make your content reach fewer real people. And if Instagram detects it, it may limit or close the account.

If they can't answer all three, adjust the profile. It's the same principle as the five-second test for a landing page, covered in book 03.

REVIEW MY PROFILE PROFILE

Here's my Instagram profile:
Name: **name**
Bio: **bio**
Link: **where it leads**
Highlights: **names and content**
Pinned posts: **what they're about**
What I sell and to whom: **offer and ideal client**

Review it as if you were my ideal client seeing it for the first time. Tell me whether, in ten seconds, it's clear what I do, for whom and what to do. Propose three bio versions (three lines: what and for whom, why or result, call to action), an optimized name and which highlights and pinned posts I should have. Write in natural English.

A BIO FULL OF EMOJIS AND MOTIVATIONAL PHRASES

"✨ Dreamer 🌙 | Coffee lover ☕ | Entrepreneur 💪 | Believing in myself 🦋". It says a lot about your personality and nothing about what you sell. If your profile is for selling, the bio has to say what you do, for whom and what to do. Your personality can show up in the content and in how you write, not as a replacement for the information.