

Conversion message library

36 pre written soft sell posts for a trading community, in three categories: free course pitches for beginner groups, platform pitches for active traders, and monthly promo pitches. Each one says when to post it, what tone it is, and what to do if nobody responds. Copy, change one line, publish.

A community that never asks for anything produces no clients. A community that asks every day produces no community. The posts below are the middle: they ask once, plainly, with a reason, and with the honest line. None of them promises money. None of them is urgent in a way that is not true. Each one is written to be posted on a specific day in the life of your community, so the ask arrives when the member is ready for it.

How to use this library

1. Find the category that matches your group: beginners, active traders, or a promo you have been given.
2. Pick the post for where your community is (week one, month one, month three).
3. Change the bracketed parts. Keep the partner line and the risk line exactly.
4. Post it. Post nothing else that day that asks for anything.
5. If there is no response in 48 hours, use the follow up listed under it. Then leave it for a week.

The rule for every post here: one ask, one reason, one honest line. If you add a second ask, delete one.

The tones

Tone	What it sounds like	When
Educational	A lesson that happens to end with the step	Most of the time
Personal	Your own story, then the step	Month one, when trust is new
Direct	The step, plainly, no story	After you have earned it, month two onward
Social proof	What other members did, name hidden	Month three, when there is proof
Honest urgency	A real date that is really ending	Promos only, never invented

Category 1: free course pitches (beginner heavy groups)

The free course or school is the first step for a beginner. These posts send people there. The platform is not mentioned in most of them, on purpose: a beginner who finishes lesson one is worth more than one who opens an account on day one and never trades.

1.1 The first pitch

When: day 3 to 5. **Tone:** educational.

Most people in this channel have never placed a trade. That is fine, I had not either a year ago.
The free course I started with is here: [link]. Lesson one is 12 minutes and it explains what a pip, a lot and a stop loss are, in plain words.
Do lesson one today, then message me what confused you. I will answer here tomorrow.
Trading is high risk and most people lose money. Learn first.

If no response: day 7, post the lesson one summary yourself in three lines, then: "The full lesson is at [link]."

1.2 The "I did it too" pitch

When: week 2. **Tone:** personal.

When I started I watched a hundred videos and understood nothing, because every video assumed I knew the last one.

The free course goes in order. That is the whole point of it. [link]

I still open lesson four when I forget how position size works.

Message me START if you want the checklist that goes with it.

If no response: reply to your own post two days later with one thing you learned in lesson four.

1.3 The question pitch

When: after a Q&A day. **Tone:** educational.

Three of you asked the same thing this week: how much money do I need to start?

The honest answer: less than you think, and only money you can lose. Lesson three of the free course covers it with numbers: [link].

If you have done lesson three, reply "3" and I will send you the next step.

If no response: post the answer in full, and the link at the end.

1.4 The poll follow up

When: the day after a "have you traded before?" poll. **Tone:** educational.

Yesterday 60 percent of you said you have never traded. So this week is for you.

Monday to Friday I post one lesson a day from the free course, in my own words. The course itself is here if you want to go faster: [link].

No account needed for any of this. Learn first.

If no response: nothing. Post the five lessons. The link is in each one.

1.5 The progress pitch

When: month 1. **Tone:** social proof.

Eleven people in this channel have finished the free course this month. Four of them opened a demo account, which is exactly the right next step.

If you are stuck on a lesson, reply with the number and I will do a voice message on it.

Not started? [link]. Lesson one is 12 minutes.

If no response: do the voice message on the most common lesson anyway.

1.6 The "before you trade" pitch

When: when someone asks "how do I open an account". **Tone:** direct.

Someone asked how to open an account today. Before you do, two things.

One: finish the free course, at least lessons one to five. [link]

Two: open a demo first. The platform I use has a free one, the link is in the pinned message, with the line that I am a partner.

Nobody should trade real money this week who could not explain a stop loss to a friend.

If no response: none needed. This one is a filter.

1.7 The weekend pitch

When: Saturday. **Tone:** personal.

Weekend plan: no charts. One lesson from the free course with a coffee: [link].
Mine is lesson six, risk per trade. I reread it every month and I still find something.
Reply with the lesson you are on.

If no response: nothing.

1.8 The monthly recap pitch

When: day 30. **Tone:** direct.

Month one is done. 30 posts, 8 lessons, 4 results, 2 of them losses.
If you have not started the free course yet, this is the week: [link].
If you have, message me FIRST and I will send you the first week trading plan.
Trading is high risk and most people lose money. Everything here is what I do, not advice.

If no response: post the first week plan publicly on day 33.

1.9 The "what you learned" pitch

When: after a member shares a win or a learning. **Tone:** social proof.

[Name hidden] messaged me yesterday: they did the free course, opened a demo, and placed their first demo trade with a stop loss. That is the whole path, done right.
If you want the same path: [link], then the pinned message.

If no response: nothing.

1.10 The reset pitch

When: after a quiet week. **Tone:** personal.

I was quiet last week. Here is what we do about it: a five day restart. One lesson a day, I post it, you do it.
Lesson one is here: [link]. Reply "in" if you are doing it with me.

If no response: post lesson one yourself the next morning. Someone will reply "in" when they see it is real.

1.11 The comparison pitch

When: month 2. **Tone:** educational.

The free course or a paid course? Start with the free one. It covers the same ground as most paid ones for the first month, and you will know by the end whether you want more.
[link]. If you finish it and want to go deeper, message me and I will tell you honestly what I think is worth paying for.

If no response: nothing.

1.12 The last call that is true

When: only if the course has a real cohort start date. **Tone:** honest urgency.

The next live cohort of the free course starts [real date]. Live means there is a Q&A each week with the instructor, which the self paced version does not have.
Join here: [link]. If you miss it, the self paced version is still there and it is still free.

If no response: nothing. Never invent a cohort.

Category 2: platform pitches (active traders)

These are for members who already trade. The ask is to open an account on the platform you use, through your link, with the honest line. Each one gives a real reason specific to a trader, not a bonus.

2.1 The setup post

When: month 1, then once a month forever. **Tone:** educational.

This is my setup: [screenshot of your own screen, account numbers blurred]. I trade on [PrimeXBT] because [one true reason: the instruments I trade, the charting, the fees, the app].

If you want to try it, my link is in the pinned message. I partner with them, so I may earn a commission if you sign up through it. It costs you nothing and it is the same account.

Trading is high risk and most people lose money.

If no response: next month, same post, different reason.

2.2 The "which platform" answer

When: the moment someone asks. **Tone:** direct.

Someone asked which platform I use. The pinned message has it: step three, with my link and the line that I am a partner.

I only recommend what I use myself. I have used it for [time]. What I like: [one thing]. What I do not like: [one honest thing].

If no response: nothing. The honest "what I do not like" is what makes this convert.

2.3 The trade idea last line

When: at the end of any trade idea. **Tone:** direct.

Setup, entry, invalidation, target and reasoning above. If you take this, I trade it on the platform in the pinned message. Not advice, this is what I am doing. Risk only what you can lose.

If no response: nothing. It is one line.

2.4 The conditions post

When: month 2. **Tone:** educational.

Three things to check on any platform before you fund it: the spread on the pair you trade most, what happens to your stop in fast news, and how long withdrawals take.

On the platform I use: [your honest answers, with a screenshot]. My link is in the pinned message, with the partner line.

Check the same three on whatever you use now. Then decide.

If no response: nothing.

2.5 The demo first pitch

When: when a beginner in a trader group wants to go live. **Tone:** educational.

Before anyone goes live on my link: open the demo first. It is the same platform, same prices, fake money.

Twenty demo trades with a stop loss and a journal, then real money, small. The demo link is the same as the one in the pinned message. I am a partner, which only matters once you fund a real account.

If no response: nothing.

2.6 The migration post

When: month 3. **Tone:** personal.

I moved to this platform [time] ago from [do not name the old one]. What changed for me: [one true thing]. What did not: I still lose trades, see Wednesday.

If you are thinking of moving, the pinned message has my link and the honest line. Message me first if you have questions, I will tell you if it is not right for what you trade.

If no response: nothing.

2.7 The feature post

When: when the platform ships something useful. **Tone:** educational.

New on the platform I use: [feature], which does [plain words]. Here is how I used it today: [screenshot].

Link in the pinned message, partner line included.

If no response: nothing.

2.8 The social proof post

When: month 3 onward, only when true. **Tone:** social proof.

Six people from this channel now trade on the same platform as me. Two have messaged me about [a specific thing], which I will do a post on tomorrow.

If you are one of them, reply with your biggest question. If you are not, the pinned message has the link and my partner line.

If no response: do the post anyway.

2.9 The honest comparison

When: when someone asks "is X better?". **Tone:** direct.

I get asked whether other platforms are better. I do not know every platform. I know the one I use, and I know that for [what you trade] it does [one thing] well. For [something else] another platform may be better.

Mine is in the pinned message. Use what fits what you trade.

If no response: nothing. This one builds trust more than clients, and that is the point.

2.10 The "I earn a commission" post

When: month 1, and whenever a new wave of members joins. **Tone:** direct.

One clear thing, because I would rather say it than have you wonder. When someone opens an account through my link in the pinned message, I may earn a commission. It does not cost you anything. It is how I can spend time here every day.

I only recommend what I use. If I stopped using it, I would stop recommending it.

If no response: nothing. This one is for trust.

2.11 The results page post

When: monthly, with the recap. **Tone:** educational.

My month: [number] trades, [number] wins, [number] losses, all posted here on the day. Screenshots in the results posts.

All on the platform in the pinned message. Partner link, partner line.

Trading is high risk and most people lose money. Results vary.

If no response: nothing.

2.12 The "ask me anything about the platform" post

When: month 2. **Tone:** personal.

Friday Q&A is platform questions only. Fees, leverage settings, how to set a stop, withdrawals, the app. Reply with yours.

I will answer every one on Friday, honestly, including the ones where the answer is "it is not great at that".

If no response: post five common questions and your answers on Friday anyway.

Category 3: monthly promo pitches

Only when the platform has given you a real campaign with real dates and real terms. The post explains the promo in plain words, says what you have to do, says when it ends, and says the honest line. Never invent one. Never extend one.

3.1 Deposit bonus

When: the day the campaign opens. **Tone:** honest urgency.

The platform I use is running a deposit bonus until [real date]: [the terms, in one plain sentence, including any conditions on withdrawing the bonus].

It is only worth it if you were going to fund an account anyway. A bonus is not a reason to trade bigger.

Pinned message has my link and the partner line. Trading is high risk and most people lose money.

If no response: one reminder, three days before the end, with the date. Then nothing.

3.2 Trading championship or contest

When: a week before it starts. **Tone:** educational.

There is a trading contest on the platform from [date] to [date]. How it works: [plain words]. What you can win: [plain words].

My take: enter with a demo or a small account, trade your normal plan, and treat the leaderboard as noise. The people who blow up in contests are the ones who change their size.

Details and my link in the pinned message, partner line included.

If no response: post your own contest entry on day one, with your rules.

3.3 Cashback or rebate

When: the day it opens. **Tone:** direct.

Cashback on the platform I use until [date]: [terms in one line]. In plain words, [what it means for someone trading X lots].

It applies to the account you already have if you signed up through my link. If you have not, the pinned message has it, with the partner line.

If no response: nothing.

3.4 New instrument or market

When: when something you trade is added. **Tone:** educational.

The platform I use added [instrument]. Why that matters to me: [one true reason]. Here is the first chart: [screenshot].

I will post the first idea on it this week. Link in the pinned message.

If no response: post the idea.

3.5 Lower fees

When: when it is real. **Tone:** direct.

Fees on [pair or product] dropped on the platform I use: from [old] to [new]. For someone trading [example], that is [plain number] a month.

Pinned message has my link and the partner line.

If no response: nothing.

3.6 Referral or invite campaign

When: when the platform runs one. **Tone:** honest urgency.

Until [date], if you open an account through my link and [the condition], you get [the benefit]. Terms: [one line].

This is a real date. After it, the account is the same and the benefit is gone.

Pinned message. I am a partner and may earn a commission. Trading is high risk.

If no response: one reminder, three days before the end.

3.7 The campaign close

When: the day after any campaign ends. **Tone:** direct.

The [campaign] ended yesterday. [Number] of you took part, thank you. Back to normal: one lesson a day, every trade I take, losses included.

If you opened an account, message me and I will send the first week plan.

If no response: nothing.

3.8 The "no promo" post

When: when members ask about bonuses and there is none. **Tone:** direct.

A few of you asked if there is a bonus right now. There is not. When there is, I will post it with the real dates.

A bonus is never a reason to trade. The reason to open an account is that you are ready to trade.

If no response: nothing. This one is the most trusted post in the category.

CTA ethics for conversion posts

Always	Never
The partner line next to every link	A link without it
The risk line on anything about trading or results	A result without it
Real dates on real campaigns	"Ends soon" with no date
One honest negative in every platform post	Only positives

Always	Never
The free step before the paid step for beginners	Account first, course never
Ask once, then leave it	The same ask three days running

Key takeaways

- One ask, one reason, one honest line. Delete any second ask.
- Beginners get the free course first. The platform appears when they are ready, not on day one.
- Traders get the setup post monthly, the honest answer when asked, and one line at the end of trade ideas.
- Promos only with real dates and real terms. The "no promo" post is the most trusted one in the library.
- If nobody responds, the follow up is usually to teach the thing, not to ask again.

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