DM LEAD GENERATION: COLLECT EMAILS WITHOUT A LANDING PAGE

Offer something worth having, ask for an email in the chat, check the answer and send it to your email tool or a Google Sheet, with an optional phone number.

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A landing page asks people to leave the app they are in, load a page, find a form and type into it on a phone. Most of them never get that far. A DM asks one question in the chat they already have open, and the answer arrives as a reply. A DM lead flow offers something worth having, asks for an email address, checks that the answer looks like one, saves it on the contact and sends it on to your email tool, with an optional phone number after it. This guide builds the flow step by step: the entry point, the offer, the email question, the checks, where the answer goes and how to follow up without becoming spam.

Key points

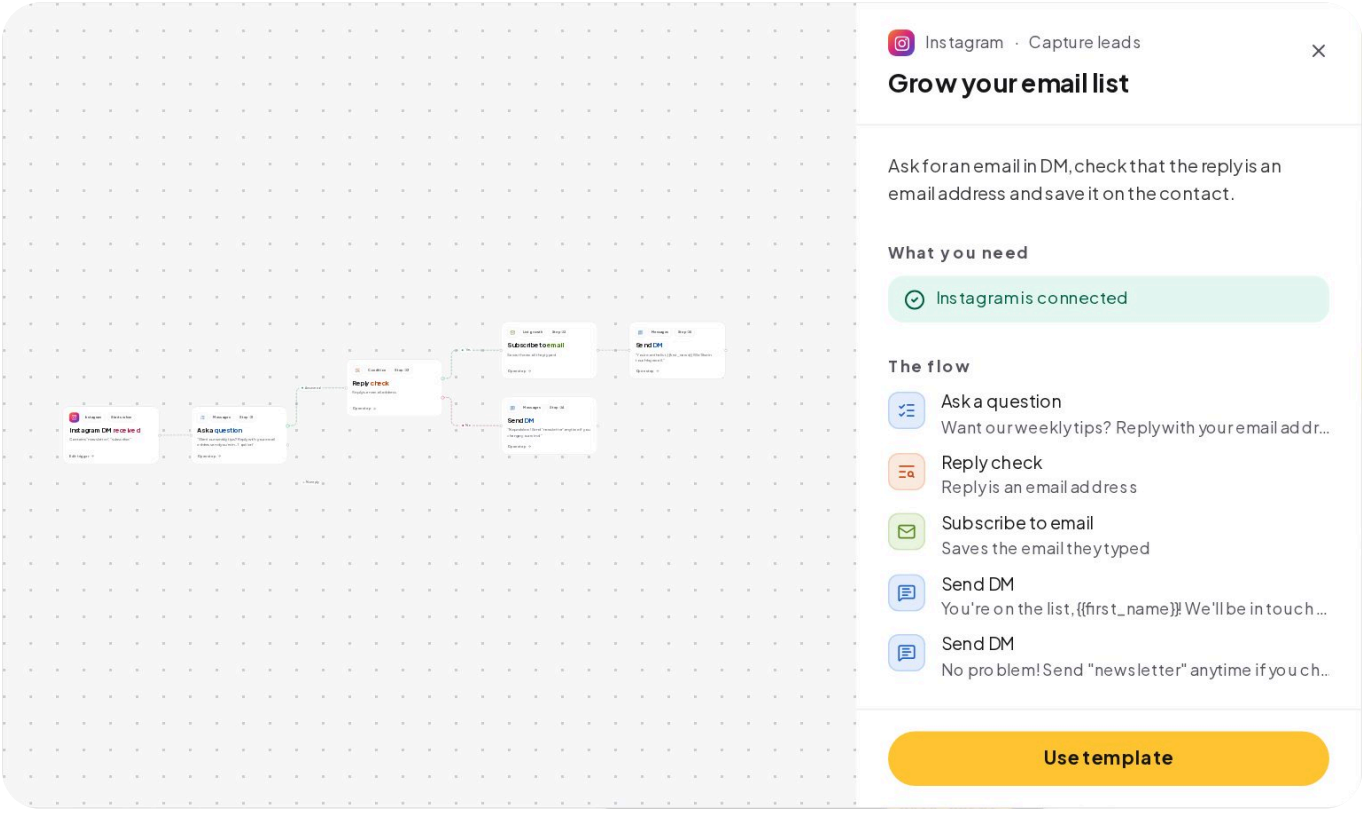
- People enter from an m.me link, a growth link, an ad, a comment or a keyword, and the questions happen inside the chat.
- The question step checks that the answer looks like an email address, asks again when it does not, and saves it on the contact.
- The Add to CRM or email list step sends the contact to HubSpot, Klaviyo, Mailchimp, ActiveCampaign or Kit, and on Growth and up a Google Sheets step can add a row.
- A phone number can be asked for the same way, with a skip button when it is optional.
- Only people who wrote to you are asked, and your email tool sends the newsletter.

HOW THE FLOW WORKS

Step	What happens	Built with
1. The entry	A link, an ad, a comment or a keyword opens the chat	A DM trigger, an m.me or growth link, a comment trigger
2. The offer	One message says what they get and why it is worth an email	Send DM with buttons
3. The question	"What's the best email to send it to?"	Ask a question
4. The check	The answer must look like an email address	The question's answer type, or a Reply check step
5. The save	The address lands on the contact and in your tool	Custom field, Add to CRM or email list, Google Sheets
6. The delivery	The guide, the code or the confirmation goes out	Send DM

STEP 1: START FROM A TEMPLATE

Open **Automations** and search the gallery for "email". **Grow your email list** is the classic version.



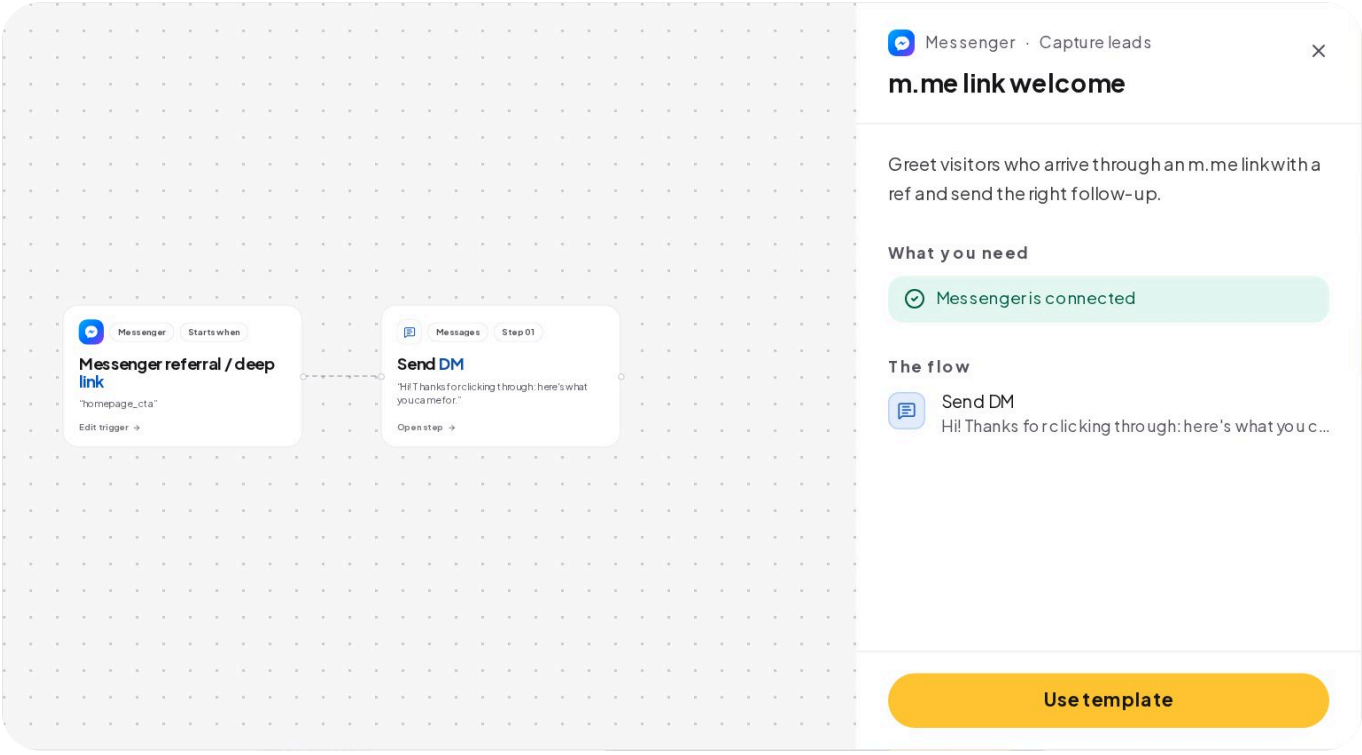
Grow your email list: ask, check the reply, save it, and answer both ways.

It asks for an email in the DM, checks that the reply is an email address, saves it with the Subscribe to email step and sends a thank-you, with a polite second message for people who say no. Press **Use template** and it opens as a draft.

STEP 2: PICK THE ENTRY POINT

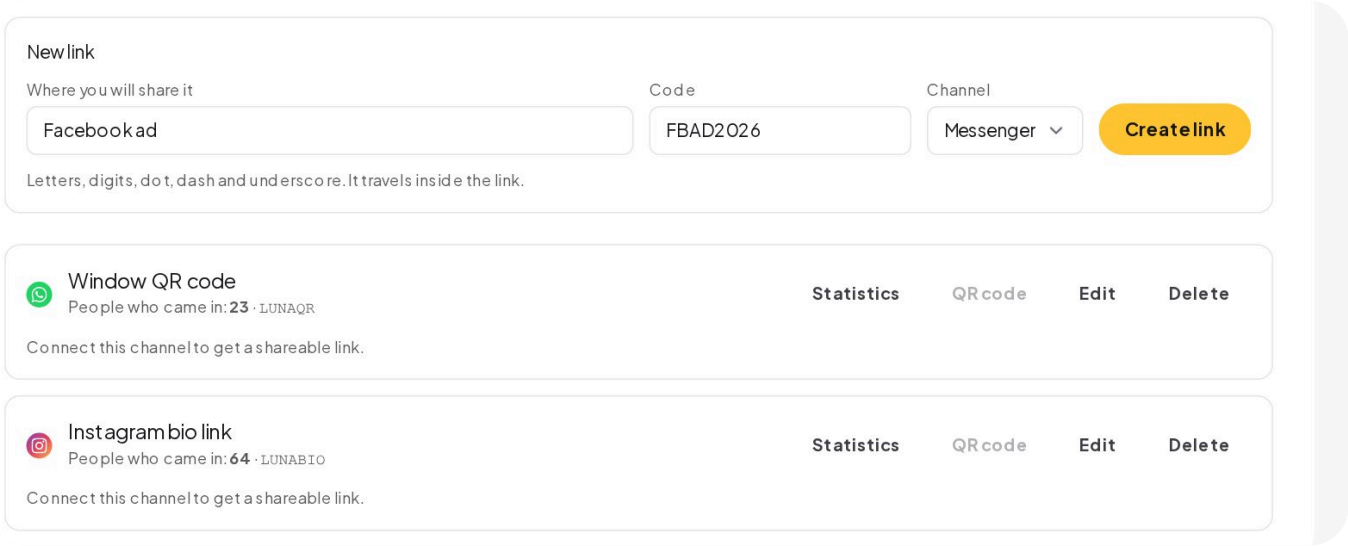
Where the person comes from decides the trigger:

- **An m.me link or a growth link.** For a bio, a flyer, an email signature or an ad. The **m.me link welcome** template greets people who arrive through a link with a ref and sends the right follow-up.
- **A comment.** "Comment GUIDE" under a post sends a private reply that asks them to answer with their email.
- **A keyword in a DM.** "Send GUIDE" in a story or a caption starts the same flow.
- **A click-to-message ad.** The ad's Send message button opens the chat, and the person writes first.



m.me link welcome: greet people who arrive through a link with a ref.

Growth links carry their own code, so you see how many people came in through each one: the bio, the flyer, the podcast. A different link per source tells you which audience gives emails.



A named Messenger link with its own code. Counts from a demo workspace.

STEP 3: MAKE THE OFFER WORTH AN EMAIL

Nobody gives an email for "updates". They give it for something they want now:

- **A guide or a checklist** that solves one problem in ten minutes.
- **A discount code** for the first order.
- **A seat** at a free workshop or a webinar.
- **A sample**, a sample chapter or a free lesson.

Say what it is in the first message, with a button to say yes: "Want the 10-minute morning plan? I'll email you the PDF. Send it over / Not now." A button is easier than typing and tells you who is interested before you ask for anything.

STEP 4: ASK FOR THE EMAIL AND CHECK IT

The **Ask a question** step sends your question and waits for the reply. Set its answer type to email:

- **An answer that looks like an email address** is saved, as a flow variable and, when you choose a field, on the contact.
- **An answer that does not fit** gets a short retry message, such as "That doesn't look like an email address. Could you check it?", and the step waits again, a few times in all.
- **The skip button, or the last failed try,** takes the step's other path, so you can say "No problem" and move on.
- **No reply** before the time you set, a day by default, takes its own path, or ends the flow quietly.

The check is about the shape of the answer. It does not send a test email, so a typo such as gmial.com can still get through; ask people to check the address in the thank-you message.

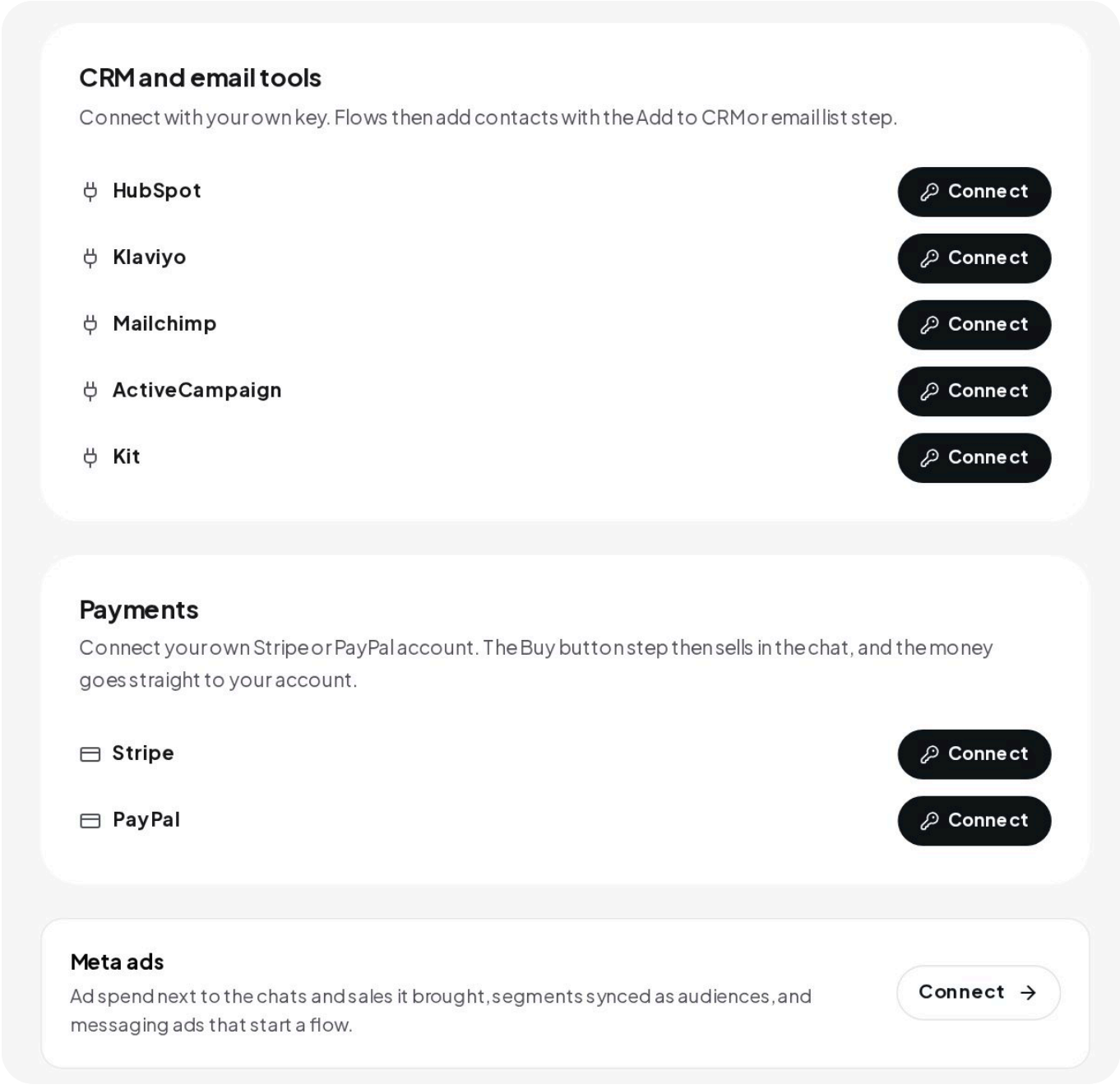
STEP 5: ASK FOR A PHONE NUMBER, IF YOU NEED ONE

A second question with the phone answer type works the same way. Make it optional with a skip button, and say why you ask: "For a text reminder the day before. Totally optional." People share a number when they see a reason.

STEP 6: SEND THE LEAD WHERE YOU WORK

Saved on the contact is the start. Then send it on:

- **Your email tool.** Connect HubSpot, Klaviyo, Mailchimp, ActiveCampaign or Kit under **Settings, Integrations** with your own key, and the **Add to CRM or email list** step adds the contact.
- **A spreadsheet.** On Growth and up, connect your Google account and use **Add a row to Google Sheets**, with the email, the name and the source in the columns you choose.
- **Your own system.** An HTTP request step or a signed outgoing webhook sends the lead anywhere else.



Connect your email tool with your own key.

Your email tool sends the newsletter and the welcome series; ChatinFlow collects the address and passes it on.

STEP 7: DELIVER WHAT YOU PROMISED, AT ONCE

The thank-you message carries the thing they asked for: the PDF link, the code, the calendar invite. Delivering it in the chat, the moment they give the email, is what makes the next email get opened. Add a tag, such as lead-morning-plan, so you know which offer each contact took.

A WORKED EXAMPLE: A FITNESS COACH'S FREE PLAN

A coach adds an m.me link to the bio and a story with "Send PLAN for my free 7-day plan".

1. **Someone sends PLAN.** The DM trigger answers with "Want the 7-day plan? I'll email you the PDF." and two buttons, Send it over and Not now.
2. **They tap Send it over.** The question asks for the email, with the email answer type.
3. **They type an address.** It is saved on the contact and sent to Kit with the Add to CRM or email list step, tagged plan-7day.
4. **The thank-you** sends the PDF link right away and asks one more question: "What's your main goal: strength, weight or energy?" The answer is saved on the contact, so the coach's next email can fit it.

The coach gets an email list that grows from stories and comments, and every contact arrives with a goal attached.

OFFERS THAT WORK, BY BUSINESS

Business	The offer	The question after the email
Coach	A 7-day plan as a PDF	Your main goal
Store	10% off the first order, as a one-time code	What you are shopping for
Salon	A free consultation	The service you are thinking about
Software	A template pack	The size of your team
Event	A seat at a free online session	The time zone you are in

The second question is the one that pays later. It costs the person one tap, and it lets every email after it fit the person who reads it.

WRITING THE EMAIL QUESTION

"Great! What's the best email to send the plan to?"

"Where should I send your code? Your email works best."

"Drop your email below and the guide is on its way."

Name the thing they get in the question itself, ask for one thing, and keep it friendly. A retry message in the same tone, such as "Hmm, that doesn't look like an email. Could you check it?", rescues most typos without making anyone feel scolded.

MEASURING THE FLOW

Open the automation's **Activity** tab to see every run, how it ended and where it stopped. A flow where many runs stop at the question needs a better offer or a clearer question, not a longer one. The **Automations** tab of Analytics shows the runs and how many finished for each automation, so you can compare two offers side by side across a month.

FOLLOWING UP WITHOUT BEING SPAM

- **One clear promise.** Say what you will send and how often, in the message that asks for the email.
- **Easy to say no.** A Not now button costs nothing and keeps the chat friendly.
- **STOP works everywhere.** A STOP or UNSUBSCRIBE reply opts the person out and ends their running flows.
- **The chat is for the conversation.** Send newsletters by email; use the chat for answers, reminders and offers they asked for, inside the 24-hour window on Instagram and Messenger.

COMMON MISTAKES

- **Asking before offering.** "What's your email?" as the first message gets ignored. Offer first.
- **Two questions at once.** Ask for the email, then the phone, never both in one message.
- **No retry message.** A friendly retry rescues typos; the default question repeated feels like a robot.
- **Leaving the email in the chat only.** Send it to your email tool, or nobody will write to it.
- **No delivery.** If the guide does not arrive in the chat at once, the email you just got is worth much less.

TERMS IN THIS GUIDE

- **Lead magnet.** A free guide, code, lesson or seat offered in exchange for an email address.
- **Ask a question step.** A flow step that asks, waits, checks the answer type and saves the answer.
- **Reply check.** A condition that tests whether a reply looks like an email address or another type.
- **Growth link.** A link with its own code that opens a chat with you and counts who came in through it.
- **Add to CRM or email list.** The step that sends a contact to a connected email tool or CRM.
- **Answer type.** The kind of answer a question step expects, such as an email address or a phone number, checked before it is saved.
- **Custom field.** A named value saved on a contact, such as email or goal, that later steps and segments can use.

QUICK ANSWERS

Does it work on WhatsApp and Telegram too?

The question step works on every channel. On Instagram and Messenger, keep the conversation inside the 24-hour window; on Telegram, a bot can keep writing to people who started it.

Can I see where each lead came from?

Yes. Growth links count who came in through each one, and a tag per offer shows which lead magnet each contact took.

Can people change their email later?

Yes. A keyword such as EMAIL can start a short flow that asks again and saves the new address over the old one.

Can I ask for a name too?

Yes. The first name usually comes from the channel already. Ask for a full name only if your email tool needs it, as a separate question.

SOURCES

- **Messenger Platform and IG Messaging API policy**, Meta for Developers, on the 24-hour window and user-initiated conversations.
- **General Data Protection Regulation**, on consent and the right to be forgotten for the addresses you collect.

DO IT IN SECONDS, FREE

chatinflow.com/flows/dm-lead-generation