

Auto-DM your commenters. Without the monthly bill.

When someone comments a keyword on your reel, they get the link in their DMs — the automation you have seen a hundred creators use. Normally you rent that from a SaaS platform every month. This runs the same thing on hardware you control, so there is no subscription and nobody else holds your audience.

Below is the honest version: every account you need, both hosting routes, the real monthly cost, and the limits nobody mentions. Four minutes to read, and it will save you an evening.

The one-line summary: if you have a spare always-on computer, this runs for **\$0/month**. If you don't, budget about **\$7/month** for a small VPS. Either way you need a domain and about 30 minutes of sitting next to your agent clicking login buttons.

Where will it live?

Answer this before anything else — it changes the rest of the setup. Both routes are self-hosted, so you own the data either way.

\$0 /month

Your own always-on computer

- A spare desktop or old laptop that stays on and awake
- Needs a free Cloudflare account for a secure tunnel — no router ports opened
- If it goes offline over an hour, Instagram makes you re-authorize the app (a few minutes, but annoying)
- Sleep settings must be changed; setup verifies this with a real reboot and lid-close test

~\$7 /month

A rented VPS

- No hardware needed and no uptime worry
- A small instance is genuinely enough — you do not need 8 GB
- Any Ubuntu or Debian VPS with root and SSH works, not just one provider
- Shared web hosting is *not* a VPS and will not run this

Not sure? Pick the VPS. The \$7 buys you out of the entire class of problems where your automation quietly stopped because someone unplugged something.

The account checklist.

Create these and stay logged in on the browser your agent will drive. Doing this first is the single biggest difference between a 30-minute install and a three-hour one.

1 Two Instagram accounts FREE

One is the account that sends DMs — it must be a Business or Creator account, not personal. The second is only used to post the test comment; a friend's account works fine.

2 A Meta Business account FREE

At business.facebook.com, linked to that Instagram account. This is what lets you create your own Instagram app and grant it permission to read comments and send DMs. Going through Meta properly is what keeps your account safe — this is a supported use, not a workaround.

3 A domain you control ~\$1-15/YR

You sign in to your dashboard through it. You need access to wherever its DNS records live, which is not always where you bought it. An unused domain from an abandoned project is perfect, and a subdomain of one you already own works too.

4 A Resend account FREE TIER

resend.com — there is no password on your dashboard. You log in with a magic link, and Resend is what sends it.

5 A Healthchecks account FREE TIER

healthchecks.io — emails you if the whole thing silently dies. Skippable, genuinely unwise to skip: without it you find out your automation has been down when someone tells you they never got the link.

6

Cloudflare

HOME ROUTE ONLY

A free account for the secure tunnel. If you already have a zone there, setup will reuse it rather than moving any nameservers.

7

A VPS account

VPS ROUTE ONLY

Any provider with Ubuntu or Debian, root access and SSH. Some providers have an integration that lets the agent provision the machine for you; others it drives through the dashboard.

8

A local agent with browser control

REQUIRED

Claude Code or Codex running *on your own machine*, plus the browser extension so it can drive the consoles. A browser-only chat can advise you but physically cannot deploy anything.

Four things that surprise people.

Your first login email will probably land in spam

This is normal and is not a sign something is broken. A brand-new domain has no sending reputation. Move the message to your inbox, add the sender as a contact, and it stops happening. Do not go re-diagnosing your DNS over it.

Never paste an API key or access token into the chat

The installer opens a private local file for credentials and reads them from there. Anything you paste into a conversation lives in that conversation's history. This matters more than usual here, because these keys can send messages as you.

Instagram caps how fast DMs go out

Meta allows roughly 750 private replies per hour, per account. Overflow is retried a few times and then dropped. On a genuinely viral post, late commenters may never receive the DM. This is Meta's ceiling, not a limitation of this tool — every paid platform lives under it too.

Going past your own test accounts needs Meta App Review

Your app starts in development mode, which is fine for your own accounts. Reaching the public is a review process with Meta. Budget time for it and do not treat it as a formality.

What this is not.

- Not a full replacement for every feature of a commercial DM platform — it does comment-to-DM well, and that is the job.
- Not a one-click install. It is guided, verified and largely automated, but you will click login buttons and approve things.
- Not unlimited DMs, guaranteed uptime, or free forever if you choose the VPS route.
- Not something you can run from a phone or a browser tab. It needs a real computer.

Built on [OpenReply](#), an open-source project by Anish Raj and Diwen Huang, used and credited under its MIT licence. The install process, verification and support materials are ours; the application is theirs, and it is actively maintained.

GET IT

It ships inside Lead Gen OS.

Own Your DMs is one of 29 skills in the Lead Gen OS bundle — lead scraping, cold email, DM automation, follow-up and nurture sequences. It is not sold on its own, so you are getting the whole lead-generation stack, not a single tool.

\$99 one time

Lead Gen OS

- 29 skills including Own Your DMs
- Runs in Claude Code or Codex on your own machine
- Yours to keep — no subscription, no seat fees

Before you click

Please read the checklist above first.

This skill installs real infrastructure on a computer you own — if you do not have an always-on machine or a VPS and a domain you control, it will not work for you, and we would rather you knew that now than after checkout.

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Get Lead Gen OS at jonjason.com/dms

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