

"Jane Smart" Letter

Dear Colleague:

Hello. You are one of 100 friends, associates and colleagues to whom I am sending this letter. I am expanding my practice to include coaching and I wanted to let you know the types of clients I can do great work with and to ask you to be my partner in the development of my coaching practice.

I have enclosed some material on the nature of coaching, but briefly, as a coach, I:

1. Help my clients set larger, better, more rewarding goals, both personal and professional.
2. Speak with each client at least weekly to help him or her strategize and take action.
3. Ask more of my clients than they -- or others -- might ask of themselves.

The roles of the coach include: mentor, consultant and success partner.

As you know, I have been a business management consultant for 11 years. By adding this coaching service and weaving in the coaching success principles, structures and technology, I can do far more for my clients than before. I am currently working with six coaching clients (we meet, usually by phone, each week) and my practice goal is to be working with 36 clients. I do not advertise, but rely instead on my current clients and my colleagues, like you, for referrals.

My specialty is working with the following types of clients:

1. The entrepreneur who is ready to at least double his or her business, quickly.
2. The consultant who wishes to expand his or her practice significantly.
3. The CEO or executive who needs to bring his or her organization to the next level.

I charge \$250 per month for a weekly session. Clients out of the area may use my 800 coaching line.

Will you help? I am asking that you keep me in mind when you run across anyone who is one of the three types listed above. Also, if you know someone who you think would benefit from coaching -- perhaps, even yourself -- I am happy to spend 30 minutes with them to see if I can help or put them in touch with one my coaching colleagues who I think can do a great job for them. There are over 2,000 coaches in the U.S.; I am in touch with 150 of these, who are part of a training program offered through Coach U.

I have enclosed several business cards. Please share these, or even ask me to call someone who has expressed an interest. And, please let me know how I can help you!

Warmest regards,

Jane Smart, Coach