

Coach or Company Name

Tagline!

Email

Phone

(DATE)

Dear _____:

Hello. You are among some special friends, associates and colleagues to whom I am sending this letter. You're one of the first to know that I am officially a coach! I already had a bachelor's degree in psychology and sociology and now recently I graduated from the *Coach U Core Essentials Coaching Program*. I'm writing to let you know the type of client 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 for more in depth info. For now, I'll share a brief summary. As a coach, I:

1. Help my clients set larger, better, more rewarding goals, both personal and professional.
2. Support each client to strategize and take action.
3. Ask more of my clients than they, or others, might ask of themselves.

The roles of the coach include: success partner, strategist and personal advocate, as well as thinking partner and confidante.

My specialty is working with women who want more from life. They are ready to:

1. Experience more fulfilling relationships with self and others.
2. Start or Grow a personal or small business.
3. Balance their work and personal time, so they can feel less stressed and enjoy life more.

Some of the things I work with my clients on include helping them recognize negative self-talk, challenge and replace limiting beliefs, break larger goals down into small manageable steps, and take the right action, so they can start creating a life they love.

I work with my clients one-on-one over the phone bi-weekly (2 - 45 minute sessions a month). My current rate is \$165.00 a month. Special accommodations may be made for clients based on their individual needs.

I rely on my current clients, friends and colleagues, like you, for referrals. I'm asking that you keep me in mind when you run across anyone who you feel could benefit from working with me. If they're interested please have them e-mail (xxx@gmail.com) or call me (xxx-xxx-xxxx). I'm happy to offer them a free discovery call to see if and how I can help, or if it's a better fit, I can put them in touch with one of my coach colleagues whom I think would also do a great job. Please know, I want for you to be confidant when referring, so I will ensure they feel like contacting me was a pleasure, no matter how they decide to move forward.

Thank you and if there's anything I can do to help you, please do not hesitate to ask.

Warmest regards,

Xx Xx

Life Coach