

First Five:

SIMPLE SALES FOR
THOUGHTFUL COACHES

EVERYTHING YOU NEED TO ENROL YOUR FIRST
FIVE CLIENTS (AND YOUR NEXT FIVE!)



Hello you!

I'm Sas Petherick - a Master Coach + Supervisor and I'm OBSESSED with helping you heal your Self-doubt.

I coach beloved muggles in **Self-belief School**, and I teach coaches my evidence-based methodology at the **Self-belief Coaching Academy**. I also offer small group supervision for coaches: **Growth Edge Circles** are aces.

I've been self-employed for over a decade and yep, marketing and selling is like catnip for our self-doubt. I created **First Five** after having *too many* conversations with incredibly talented coaches who feel overwhelmed, wary or bamboozled by selling.

I want to completely demystify the really simple, effective conversations we have that lead to our clients investing in the value of our coaching work.

The truth is: there are no advanced marketing strategies (trust me, I've spent an embarrassing amount of money over the years trying to outsource my own discomfort!). Selling is a skill that you can absolutely learn. Even better, selling in this values-led, respectful way is *completely consistent* with how we show up as coaches.

I am sharing my entire approach – it's everything I repeatedly do that has helped me create a practice I am *super* proud of. I want this for you too!

You'll find me most days on the 'gram – I'm [@saspetherick](#) – do come and say hello. I can't wait to get your message saying you've signed your first client.

Please know I am always waving pom poms for you.

Sas x



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GROWTH EDGE COACHING

PART ONE

Let's get Started!



HOW TO USE THE FIRST FIVE PLAYBOOK

The First Five Playbook is designed to complement the video lessons on the course site. I highly recommend printing this off so you can write in the margins as you watch the videos.

Selling is the foundation of your practice

One thing that will *always* be true: we need to know how to sell our coaching offers. We just don't have a coaching practice without this.

And most of us have *feelings* about selling. We have beliefs about promoting our own work, receiving money and being more visible than the average bear. We never want to offend, annoy or manipulate anyone. Many of us do not enjoy this process.

Imagine what our energy is like for our prospective clients to experience?

Sales that feel values-led, creative, and fun are the foundation of your coaching practice.

First Five is specifically designed to help you sell your coaching services using a doable, values-led, and creative approach.

Selling feels *waaaay* simpler when you have a **repeatable** process you can practice and learn from.

As a thoughtful coach, of course you want a **values-led** approach rooted in respect and compassion for prospective clients.

Creative inspiration tends to find us when we feel safe, excited, and curious to share our work.

And taking totally doable action means you develop more **belief and trust** in your ability to enrol clients as you are doing it.

With this approach, selling becomes way more FUN. This is the best energy for helping our clients to feel safe to invest in themselves.

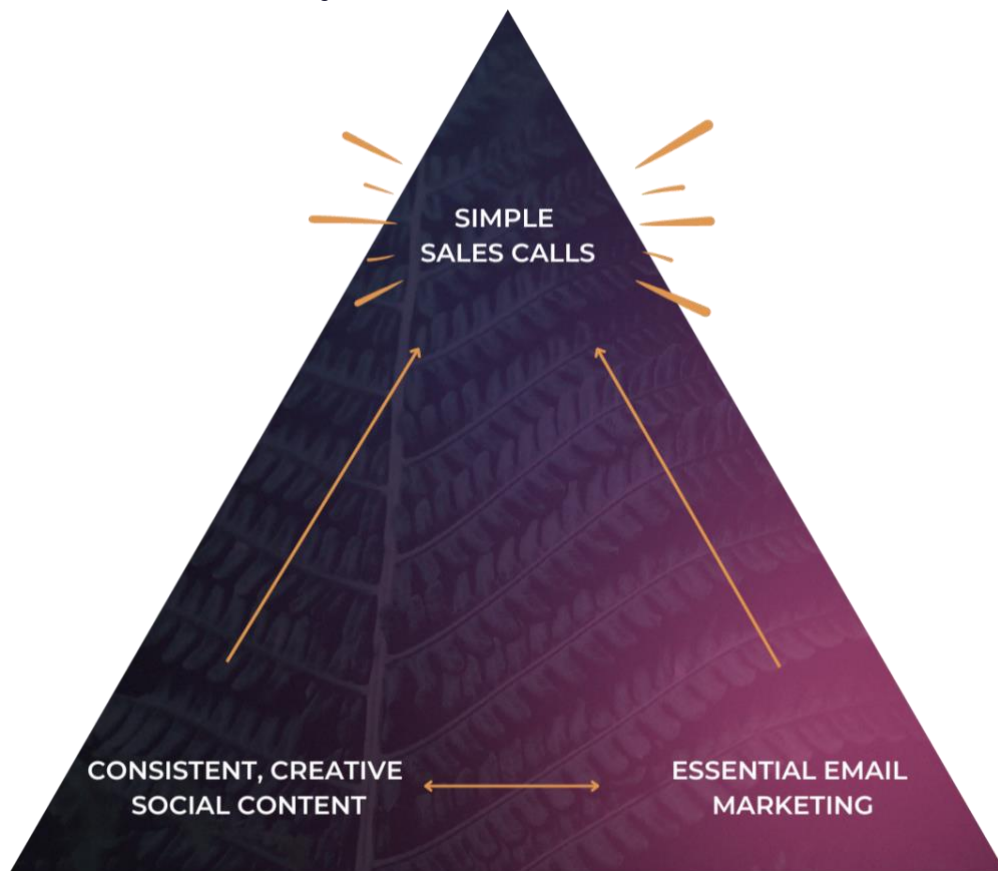
Let's do this!

Getting out of overwhelm: Power Pyramid

I love a cheesy alliteration! And the Power Pyramid shows how we can harness the strategic impact of three key elements to enroll the clients you designed your coaching for.

This process is specifically designed to help you get out of overwhelm and feeling comfortable with sharing your work and inviting clients to coach with you.

Behold the Power Pyramid:



Both email marketing and social media content help folks get to know you and your work. Sales calls are where you enroll your clients!

SIMPLE SALES CALLS

- This is where you get to do your best work! You'll be enrolling your First Five clients in sales calls. Learn how to show up as a grounded presence for prospective clients so they can make a no-pressure choice about coaching with you.
- I'm sharing my whole approach to sales calls - how I set up the session, the questions I ask (and why) that has led to **90% of folks enrolling** with me.

- Plus: my surprising reveal - I **don't coach on sales calls**. I'll share the reasons why, how this creates trust and safety for your client and what to do instead!
- You'll also know how to **evaluate** your sales calls - this simple reflection is a *huge* source of learning (I've evaluated over 300 sales calls to develop my approach).

ESSENTIAL EMAIL MARKETING

- All the research shows emails are an excellent use of your marketing time and budget. I've developed a personalised, low-tech, incredibly effective approach for using email to share your coaching offer (including scripts you can tailor and what to send when).
- This is a **cracking resource** for coaches who are just starting out, for those who are claiming a new flavour of coaching, or if you want a simple way of taking care of prospective clients you meet out in the world.
- Plus: How to write a sales email that leads to **clients booking sales calls** (including a template and examples for you to use) AND how to write your **most important email** the Welcome for folks joining your subscriber list (I've got tips!).
-

CREATIVE CONSISTENT SOCIAL CONTENT

- You only need **ONE social account** – we'll choose the one that is best for you and your people.
- Consistency is key (and a big source of overwhelm for so many of us). I've got a fun 'bring-your-sharpies' session that will help you **create a month's worth of content in a morning**: you'll have an engaging mix of marketing, sharing, educating and connecting with your audience.
- Social Media is ideal for **gently inviting folks to Sales Calls!** I'll show you exactly how to do this.
-

Harnessing the reach of Social Media, and the intimacy of Email with the impact of Sales Calls gives you a repeatable process for reaching your audience and enrolling clients. The best part is you can do all of this for FREE (you don't even need a website).

PART TWO

Your Self-belief



The power of your Self-belief

I believe we have a duty of care as coaches to develop our personal self-belief.

This helps us in every aspect of our work:

- **Serve clients at the highest level:** when self-belief is available to you, you access a deeply grounded presence while remaining lovingly detached to the outcome of a sales call (or a coaching session, or a client relationship).
- **Minimise entanglements:** you can sell (and coach) 'cleanly' from your Healthy Adult Self, recognising and self-managing your own vulnerabilities, and making use of Coaching Supervision helps you stay in that deeply grounded presence.
- **Create the business you are dreaming of:** it's no accident that you feel called to your flavour of coaching work. I believe with everything in me that coaching is an essential part of our human evolution. Your perseverance and commitment (even when this complex work feels hard or uncomfortable or uncertain) means your business dreams are a matter of time, energy and strategy.

SALES CALLS AND YOUR HEALTHY SELF-BELIEF

- Whatever you believe about sales, you will end up creating. Your sales outcomes are driven by your beliefs.
- Your emotional state when you are marketing and selling impacts your client. If your nervous system is jangling; if you feel panicked, resentful or desperate something will feel off to your client.
- **Self-belief is a coherence** between your beliefs, emotions and what you say and do.
- Self-belief is NOT about affirmations nor is it aspirational – this is about what is already true in the present moment.
- Healthy Self-belief is the best energy to sell from!
-

Your Self-belief is your greatest business asset as a coach.

How to Resource Yourself

Underneath all our training, skills and experience, we coaches are messy, imperfect humans doing the complex thing of running a business! What you believe about this is worth reflecting on.

FIVE SOURCES OF HEALTHY SELF-BELIEF

- Your sense of mission and purpose.
- The value of your product or service. How do you help people? What does this mean to them?
- The business you are building – your values, branding, systems, and support for your customers.
- Your customer. What do you know is possible for them?
- Yourself! What do you believe is aces about the way you work with clients?

CONNECT YOUR SELF-BELIEF TO YOUR EMOTIONS

- Review your list of healthy, supportive beliefs – how does each one feel to you? What is the emotional state you experience?
- Remember: calm, safe, grounded, connected, committed are fantastic emotions to sell from.
- My personal favourite emotional state to sell from is: loving detachment.

FAVOURITE WAYS TO ACCESS HEALTHY SELF-BELIEF:

- Make a [self-belief playlist](#) to listen to when you need a little pep talk!
- Create a ritual: light a candle, journal on self-belief, say a prayer that this sales call creates the best outcome for both of us.
- Remember a peak experience: an occasion that reflects meaning and joy for you. Bring the memory alive in your mind and notice that this creates sensations and emotions in your body associated with self-belief.
- Bring your personal values: what qualities do you want to lean into?
- Move your body: stretch, shake, wiggle, run up and down stairs for a few minutes. Get out of your head and remind yourself that you are alive!

PART THREE

Simple Sales Calls



Sales Calls: where the magic happens

A Sales Call is sometimes called a Chemistry Session or an Introductory Call. You might just be meeting with someone who has expressed an interest in working with you.

Anytime you are having a sales conversation with a potential client you can practice these principles.

Very few of us have been taught how to host sales calls that actually feel good for you and your prospective client. They can feel robotic and overly scripted, deeply self-conscious or weirdly hyper-positive.

The Simple Sales Call Method is a way to get grounded in your approach. We'll cover:

- The principles of great Sales Calls
- How to Lead a Sales Call
- How to Evaluate your Sales Calls

Remember: This is a *practice*. It requires practice!

THIS PRINCIPLES OF GREAT SALES CALLS:

- Offer safety and trust for your client.
- Give your client the space to share so you can discover how you might be able to help.
- Do not require you to coach anyone! You don't have a container for that yet.
- Have you lead the call - you don't make the client do all the work.
- Help you to LISTEN - be curious, focused, and present.
- Encourage you to let go of any attachment you may have to a specific outcome.
- Help you prepare for the call so you can show up feeling confident and present.

You create all the conditions for the right client to say yes.

How to Lead a Sales Call

WELCOME

'Hi Patsy! It's lovely to meet you - is this still a good time to talk? I'm so glad we are getting to do this. If we do have any technical weirdness or get cut off, just click back into Zoom, okay?'

Because I do these calls on Zoom, I like to check it's all working and set an expectation that I am not going to leave her hanging.

GET CURIOUS - WHY IS SHE HERE?

'So tell me, Patsy, what is going on in your life/ business/ work/relationship right now that has you curious about working together?'

Dive straight in! Ask your person why they are here. Give Patsy uninterrupted time, without coaching her, so she can share her current situation.

MORE CONTEXT - WHAT HAS SHE TRIED ALREADY?

'Can you say more about what you've already tried? I'd love to hear you talk about what has worked and what hasn't.'

Maybe she's read books or tried a course or chatted to her pals... (you and I know these things are unlikely to support Patsy to make sustainable changes or to experiment with new beliefs or actions).

Give Patsy all the time she needs; interrupt only for clarification and offer no coaching and no opinions.

Pay attention to your experience (your thoughts, emotions and body sensations) is Patsy someone you could help?

BUILDING THE BRIDGE BETWEEN YOUR COACHING AND THEIR CURRENT REALITY

These questions are designed to gently introduce the idea that your coaching is the bridge to Patsy's aims – use any or all that feel right to you:

'So if we were to work together, what do you feel you would want to focus on right from the start?'

Allow Patsy to share and just listen; if you do coach together, you'll then be starting with a good understanding of what matters to her and why.

'Where can you see yourself being at the end of our time together?'

This is an important question because you are aligning Patsy's expectations to the scope of support you are offering.

'How do you imagine us coaching together will help you get to where you want to go?'

This is a key question. You're giving Patsy the opportunity to tell you why she wants coaching and gather more details about the transformation she is specifically hoping for. Her answer will also help you to understand what is appealing to her about your coaching, and how you can best support her.

I am hoping you can see that by letting Patsy join the dots, you don't need to do any obvious selling. She is making the link between her goals and your coaching!

Pause here for a second and check in with yourself.

Is Patsy a good fit for you? If you have any worries, notice if they are to do with your self-doubt OR if this is beyond the scope of your practice.

If your doubts are about you, Patsy could be a fantastic client to help expand and develop you as a coach, with the support of a Coach Supervisor.

Equally, one of the outcomes of the Sales Call might be: 'I'm not sure this is the right match'. You can always offer to refer her on to another coach or practitioner.

MAKE THE INVITATION

Always leave an opening for any more questions she might have:

'I don't think there's anything else I need to know at this point. Do you have any questions?'

You're letting her know that you are totally ready to do this. Invite her questions, and answer with transparency, authenticity and openness. Go wherever this takes you!

'Patsy, it has been so fun to meet you and I'd love to work with you. Does this sound like something you want to do?'

Allow there to be silence - let Patsy make the choice – you are affirming her ability to make the choice.

When she is working with you, the changes she makes will come because she makes new decisions based on your work together.

Your client's decision: 'Yes'

Remember you are creating safety and trust, so even if this is your first paying client and everything in you is about to burst into happy tears – try to be cool! Think about what is best for your client and move on to the logistics.

'That's great - I'm thrilled! So here's what will happen next: I'll email you a link straight away that will take you to my booking system. You can choose how you want to pay and you'll be able to book your first session at a time that suits you. There's also a questionnaire for you to complete before our first session. Sound good?'

Your client's decision: 'Can I think about it?'

This could be a polite (English) 'No' or a genuine 'Maybe'. I've found that most introverts take extra time to reflect before deciding. This provides you with another way to build safety and trust. Let her know that you are supporting her decision and ask permission to follow up.

'Of course! That's totally fine, Patsy - I can hold a spot open for you for the next three days while you reflect. Would it be all right for me to email you then and you can tell me your decision? Great. I'll be in touch.'

How to Evaluate your Sales Calls

THE PURPOSE OF EVALUATING SALES CALLS

- Gathering this information is the greatest source of your learning. And it really is just information – you don't have to make it mean anything about you or your ability to do this.
- **Be willing to evaluate as you go.** This will result in above average conversion rates because you get better at spotting your own patterns and progress.
- **Conversion rates is information.** They help us assess what's happening so we can learn and improve. I put my own 93% conversion rate down to what I have learned from evaluating over 300 sales calls.
- When you practice evaluating sales calls, you will start seeing more great-fit clients enrolling. This will save you time and energy.
- **Enrolling clients can be simple.** It's a process of helping someone see the value in your work, their results, themselves, and inspiring them to do something about it.
- I recommend writing the evaluation as soon as you end the call and writing down as much as you can remember.

Evaluations can be simple too! What worked?
What didn't work? What will you do differently?

WHAT WORKED?

It is so important that you **start with what WORKED.** Your self-doubt will probably want to focus on what didn't work. But in every Sales Call, you will find things that worked and things that didn't work.

Starting with what worked will get you OUT of distress and negativity and into LOGIC. When emotions are high, intelligence is low. We want your intelligence, your critical thinking running the show here.

Include as many details as you can remember:

- What beliefs and emotions supported you?
- What appealed to you about this person?
- What did you enjoy about the call?
- What are you proud of?
- What do you *want* to remember about this call?

WHAT DIDN'T WORK?

Again, self-judgment is not useful – don't get seduced by your self-doubt. Instead consider the information that is useful to assess.

Be as honest as possible:

- Describe your connection with the person.
- Where did you get stuck? Where was your energy lagging?
- Where did you lose the client? What happened?
- What beliefs or emotions interrupted your ability to be grounded, present, detached?
- If there is one thing you could say or do differently, what would that be?

WHAT WILL YOU DO DIFFERENTLY?

This step can become a way forward – it's a bit like an action plan.

Sometimes, where we get stuck with our clients hold a mirror up to where we might need to do some support.

Whatever comes from this section can be a great source of focus for your own coaching or Supervision work. Often, we are just too close to see the real issue. Having an outside perspective helps you see what you can't see.

- How can you feel better prepared?
- What beliefs do you need to get coaching help on?
- What assumptions, judgements or 'off-brand' feelings got in the way?
- How could your energy change? What would help you access a more helpful state of being?
- Are there ongoing patterns of beliefs and behaviours that you need support with?

WHEN NO IS THE BEST AND RIGHT DECISION

Exploring this can be so important when we are assuming that a client saying Yes IS the measure of a successful sales call.

Coaching is not a band-aid, a quick fix or a magic solution. The best coaching takes place when we show up in our Healthiest Adult Self and we can access the healthy resources of the client.

Sometimes you will know on the sales call and sometimes it will become clear that 'no' to coaching together is the best and right decision.

Here are some examples of reasons why you might decide not to work with someone:

Coaching with this client is likely to cause more harm based on this person's current circumstances.

If the person's current circumstances are chaotic or overwhelming, and they don't have a sense of what they want coaching for, they may see this as a 'last ditch effort'.

Coaching would create significant financial burden or increased hardship.

If the client expresses concerns about payments, be willing to explore this. You can choose to be flexible of course, but notice where you might be rescuing the client. This can create an unhealthy power dynamic.

I want this coaching relationship more than my client.

When we have to work really hard to get the client to show up to a sales call, or to book their first session, to pay (lots of reminders, accommodating rescheduling), this is a great indication of what the coaching relationship will be like!

Coaching this person would be beyond my scope of practice.

Sometimes this is just a preference of yours – eg: the person wants to lose weight, but as a body positivity coach this is not the work you want to do. Sometimes the client expresses a wish for support that is something you have no competency with – a neurodiverse person who wants support with their tendency to procrastinate.

Be willing to explore their expectations and say no when appropriate.

You have a conflict of interest.

If you have an existing relationship with this person, the boundaries of your work *will* be muddled. Aside from the ethical considerations, there are some practical questions to ask yourself when taking on a person you know as a client:

- Am I differentiating our existing relationship from a client-coach relationship?
- Am I less objective in sessions because I want to preserve a friendship?
- Am I less likely to ask provocative questions?
- Am I more likely to empathise rather than ask a question?
- What is my tendency to get over-involved or have a vested interest in a family member or friend 'doing the right thing?'

I have seen too many instances of coaches convincing themselves they can wear different 'hats'. Often, sadly, the relationship breaks down completely.

PART FOUR

Essential Email Marketing



How to enrol your First Five clients using email

Imagine that anytime someone talked to you about coaching, you had a ready-to-go process for respectfully inviting people to coach with you.

That means anytime someone messages you, or chats to you at a work conference, or your cousins wedding, you have a simple process to immediately send them only what they need to take the next step (book a sales call with you).

Importantly – you manage the interaction – you aren't sending them off to a sales page (where they can fall down the internet) and you have a way of managing the conversation because its taking place in email.

I've used this process for the last 5 years (my waiting list started to grow, and combined with referrals from past clients, this meant I didn't need to advertise my 1:1 coaching).

NB: you don't need a subscriber list or a website to begin and if you do have these in place, use this process anyway!

To enrol your First Five clients, you must be willing to lead the process of sharing the value of your coaching work, inviting interested people to coach with you.

There are three parts to receiving your First Five clients:

- 1. Sharing the value of your coaching work:** we are going to set up a warm letter process for you. You'll know exactly who you are speaking with, what to say to them, and how to respond to them.
- 2. Invite interested people to connect with you:** we will present your coaching package to interested people - have it designed beautifully (and for FREE) so you can simply and respectfully allow interested people to self-select as potential clients.
- 3. Use Simple Sales Calls to enrol interested people as your clients:** we'll have a process for you to get your potential clients excited and thinking about working with you to make the Sales Call process easy and fun for both of you!



Sharing your Value:

Your Warm Letter is just letting people you already know, that you are open for business. This is brief and clear – it's not a heavy sales pitch. You are just testing the water to see who is 'warm'.



THE PURPOSE OF SHARING YOUR VALUE:

- Let people in your network know you are currently open for new clients
- Teach people that may know you from different contexts, how to think about the value of your coaching work
- Gives people a clear direction about what to do next (book a sales call).

CREATING YOUR WARM LIST

Get the names on paper: Set a timer for 10 minutes and come up with the names of 50 people you know. Don't overthink it and don't stop – aim for more than 50! On your list:

- Parents and teachers at your kid's school
- Book club members
- Your family's sports teams, clubs or affiliations
- Church, temple or mosque members
- Pub quiz team
- Your partners friends and siblings
- Your current colleagues and ex-colleagues
- Your in-laws
- Old school friends
- Close friends
- Your siblings
- Anyone on your mailing list
- Any client who has worked with you in the past

Prioritise your list: Now its highly likely that everything within you was screaming *there is no way I am emailing Lee Fraser after that management conference in 2008!*

Of course you don't need to email Lee. And now that their name is on the page, you can make a conscious choice about who you email rather than having them take up brain space.

The next step is to categorise everyone on your list into four priority groups:

- A List – people who know you, who trust and support you, who believe in your coaching practice.
- B List – people who might not be that close to you but are likely to know someone who is a perfect client.
- C List – people you don't know very well and who need more information.
- D List – people it wouldn't be appropriate to contact

The A's and B's are the ones we are going to prioritise.

WRITE AND SEND YOUR WARM LETTER

The purpose of your warm letter is to let people know you are open for coaching clients and to see who is interested:

- You can send your Warm Letter to let people know about your first coaching offer.
- I have also tailored this for when I had space for 1:1 clients and sent it to my waiting list.
- As my business changed and I began offering group programmes I sent a Warm Letter to my email list to invite them in.

When someone raises their hand to say yes you can move on to the second stage and invite them to connect with you.

Top tips for writing your warm letter:

- Remember – sharing your work could be exactly what someone is looking for
- The reason you are writing is because you are offering valuable helpful coaching work– this is great news!
- Allow your enthusiasm to shine through
- Use a conversational tone
- Spell check, grammar check, and (importantly) coach-jargon check!
-

A note on GDPR:

- General Data Protection Regulation is a needed piece of regulation that is rooted in seeking consent before we directly market someone.
- If you are sending information to your subscriber list, GDPR will apply. For coaches, this means you need to be registered with the [Information Commissioners Office](#).
- If you are sending a personal email from your email to an individual person that you know, GDPR does not apply.
-

EXAMPLE OF A WARM LETTER

This is a suggested script because its WAAAY easier than starting with a blank page. But please do edit this to make it your own. The script in [orange text] is for you to complete.

Hello [recipient name],

[introduction].

As you might know, [since we last chatted, worked together, met at that conference], I have been coaching people who [type of coaching you offer].

My specialty is helping [describe your client and a specific result you help them achieve.]

I've just opened up space for new clients. If you have friends, colleagues, or know someone who wants to [end result] ... please reply.

Thanks so much [for reading, for your continued support, for your friendship].

[Your name]

p.s. [OPTIONAL] here's a testimonial from one of my clients.

WARM LETTER POSITIVE RESPONSE

When someone you know says they have someone in mind, ask them to introduce you via email so you can respond directly. This ensures the recipient is asking to receive more information and ensures your mutual contact is kept separate.

Hello [recipient],

It's good to meet you and I'm grateful to [name of mutual connection] for introducing us.

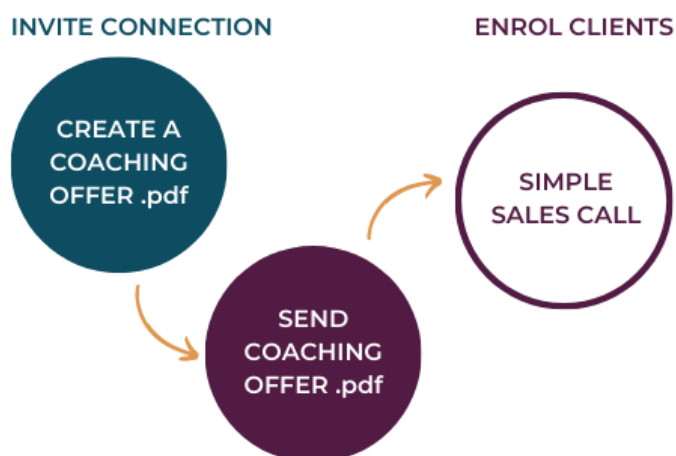
I understand you might be interested in coaching? I have an outline of my coaching package that I could send you. Would you be open to hearing more about working with me?

Kindest Regards,

[Your name]

Inviting interested people to connect

When you receive a positive response to your Warm Letter – or whenever someone asks about coaching with you at a party, the school gate, a conference, by email or on social media, after sitting next to you on a train, **you have a ready-to-go process for respectfully inviting them to coach with you. Your role is to lead them through this process.**



HOW TO INVITE PEOPLE TO CONNECT

You need to share three key pieces of information:

- A note inviting them to a call with you.
- A means for them to book their call.
- Your Coaching Offer (as a .pdf).

CREATING YOUR COACHING OFFER pdf

This is a couple of pages .pdf file that details your coaching package. It's basically a mini-sales page. The reason to create a brochure *even if* you have a website with the same information:

- A .pdf file means you are sending something to your interested client – it's a 'push' from you, rather than a 'pull' where they have to find your site.
- 1-4 pages means you'll get super clear about the value of your coaching offer and the core details your client needs.
- It's the least amount of information they need to make the next step: booking a call with you.
-

If you have been procrastinating over waiting for 'the perfect website' before you can enrol clients, this is an ideal approach! Notice any beliefs that say you need a website to be a coach. How is this unhelpful?

WHAT TO INCLUDE IN YOUR COACHING OFFER

Name of Coaching Offer:

Design elements:

- Use no more than two images – this reduces the size of the document.
- Use colour and font sizes to highlight key aspects.

Value for the client:

- The outcomes your coaching is designed to create.
- The challenges the client is probably experiencing.
- What can they expect?
- Why choose to work with you?

Features and benefits:

Detail what's included and why this matters – eg: number of sessions, duration of the relationship, access to you, any bonuses or extras.

Testimonial:

A short (one line) testimonial.

Price:

Include the total investment and if you have payment plans.

Next steps:

How they should book or schedule in a call with you.

EXAMPLE: MY COACHING OFFER IS INCLUDED AS A DOWNLOAD!

Your next client is on your email subscriber list

Email is 40 times better at converting people than any other social media channel, Copyblogger, 2019.

Your email subscriber is the hub of your business and it's where the majority of your clients will come from. There are three reasons for this:

- Every single person on your subscriber list has *chosen* to be connected to you via email.
- They *want* to get to know you, to learn more about your work and they are open to buying from you.
- You've given them a good reason to *remain* connected – a newsletter, discounts or bonuses for paying clients, first notice for opportunities to work with you, helpful resources.

No matter what you send to the recipients on your email list, don't forget that you are building a relationship with your reader so that you can invite them to invest in themselves through your coaching services.

I want to share two emails that directly lead to sales: your Welcome Email and your Sales Email. Let's go through these in detail:

Welcome Email

This is automatically generated as soon as someone signs up to your subscriber list. According to Campaign Monitor, welcome emails are read on average 42% more than ordinary emails, and we are five times more likely to click on the links in them than any other email.

FIVE ELEMENTS TO INCLUDE IN YOUR WELCOME

Your welcome email only needs to be 200 words long, using links and images helps here.

1. A picture of you!

This is especially true for coaches because our business is usually just us. Don't worry about it being a high-res headshot. A friendly pic of you is perfect. Let people put a face to your name and words.

2. Hello and thank you for signing up.

Remember, this person is more likely than anyone, to become a paying client. We want them to feel safe and welcome – that they are in the right place. How do you feel that they signed up? Tell them 😊

3. Who, how and why you help.

Share more about your flavour of coaching – who do you help? How do you do that? Why does this matter?

4. Offer tea and biscuits!

As you would welcome someone into your home, offer something that helps them know you are glad they stopped by. Perhaps you have a freebie for download or a video they could watch? A list of your favourite books. Keep your offer relevant to your coaching.

5. How to be connected

A great opportunity to invite them to connect to you on social media so you can get chatting in the comments!

Sales Emails

My top tip is to send a sales email that is direct, brief and clear. Don't hide your sales messages in a newsletter – send a separate email. This is an act of kindness AND way more like to bear fruit.

FIVE ASPECTS OF A COMPELLING SALES EMAIL

1. Subject lines that get opened:

Ask a compelling question, have no more than one key word in CAPS, use only one emoji, only one exclamation!

2. What:

No distracting preambles, just give me the key details and tell me the name of your offer.

3. Why:

Tell me why I would buy this. What is the challenge I have, that this offer addresses? What will I be able to do as a result? Why would I buy now? Is there limited time, places or an early-bird purchase period?

4. How:

What's the next step? How do I buy your thing? What's the price? Are there payment plans? Can we meet first?

5. Yes:

Make it easy for me to say Yes. Give me a nice clear button to click and label it something obvious: *'I'm in!' 'Buy now', 'Book my space' 'Tell me all the deets!'*

SALES EMAIL EXAMPLE:

SUBJECT: question addresses a **key concern** for the person this has been created for

WHAT: states what is on **offer** and the **problem** it helps you solve.

Subject: Do you want to start 2023 with FIVE new coaching clients?

Dear [Name],

Ok lovely coaches, Mars (the planet of action) is finally out of retrograde. Let's make it count.

First Five is available for you right now.

Specifically designed for coaches, First Five is everything you need to enrol your First Five clients of the year. Or your First Five clients ever.

You'll be able to:

- Learn how to reach the very people your coaching is designed to help.
- Learn how to lead simple sales calls (I'm sharing my whole approach including everything I say and why, that has led to 90% of people signing up).
- Learn how to write simple sales emails that actually have people buying.
- Develop a repeatable, values-led, creative approach to sales that feel FUN!
- The entire programme is immediately actionable with templates, scripts and ideas for you to use.

WHY: clearly describes the **value** and why I would buy this now.

Selling has been made super complicated by the online business world. But at the heart of it, selling is simply inviting people to invest in themselves through our coaching.

You don't need a fancy website or a big-assed audience, you just need a desire to help your people. Welcome in your First Five clients of 2023. And then the next five!

HOW: **transparent pricing** makes it easy for folks to self-select.


£444 (with payment plans available)

**CLICK HERE
FOR ALL THE DETAILS**

YES: Just one clear action for the **next step**.

PART FIVE

Creative + Consistent Social Media Content



How to choose the best social media option for your business

According to [research](#) more than three-quarters of the UK's total population are active on social media, compared to just 58.4% globally. Usage rates are astronomically high - 84.3% of social media users have been active within the last month.

This means we have a pretty much global reach of the adult population, for FREE.

My suggested approach is to choose ONE social media platform and show up consistently. Let yourself be creative and plan – let's go!

- Go to where your audience is. You know your clients best, so think about where they are most likely to spend their time.
- Choose the platform where you enjoy hanging out. You can play with images, words, video, audio on pretty much any platform!

Instagram:

This is my favourite – its where most of my people seem to be. I love the visual nature of it and the mix of grid posts and more casual temporary stories. It's also incredibly varied – video, photo, graphics and text are all able to be posted as well as the 'Live' feature for interviews and chats. You could absolutely run all of your social media from here.

Facebook:

Because Insta and Facebook are both owned by Meta, you can cross-post easily. If you plan to use ads at any stage, it's worth choosing one of these two. If you have communities and groups on Facebook, that may be the best option.

LinkedIn:

If you coach folks in a corporate environment, or you have a B2B relationship with brands and companies, LinkedIn is for you. Read the room – you may want to post more work-related content.

Other options: include Tiktok and YouTube (weighted towards video content and tends to be for younger people) and Twitter (having an existential crisis as we speak).

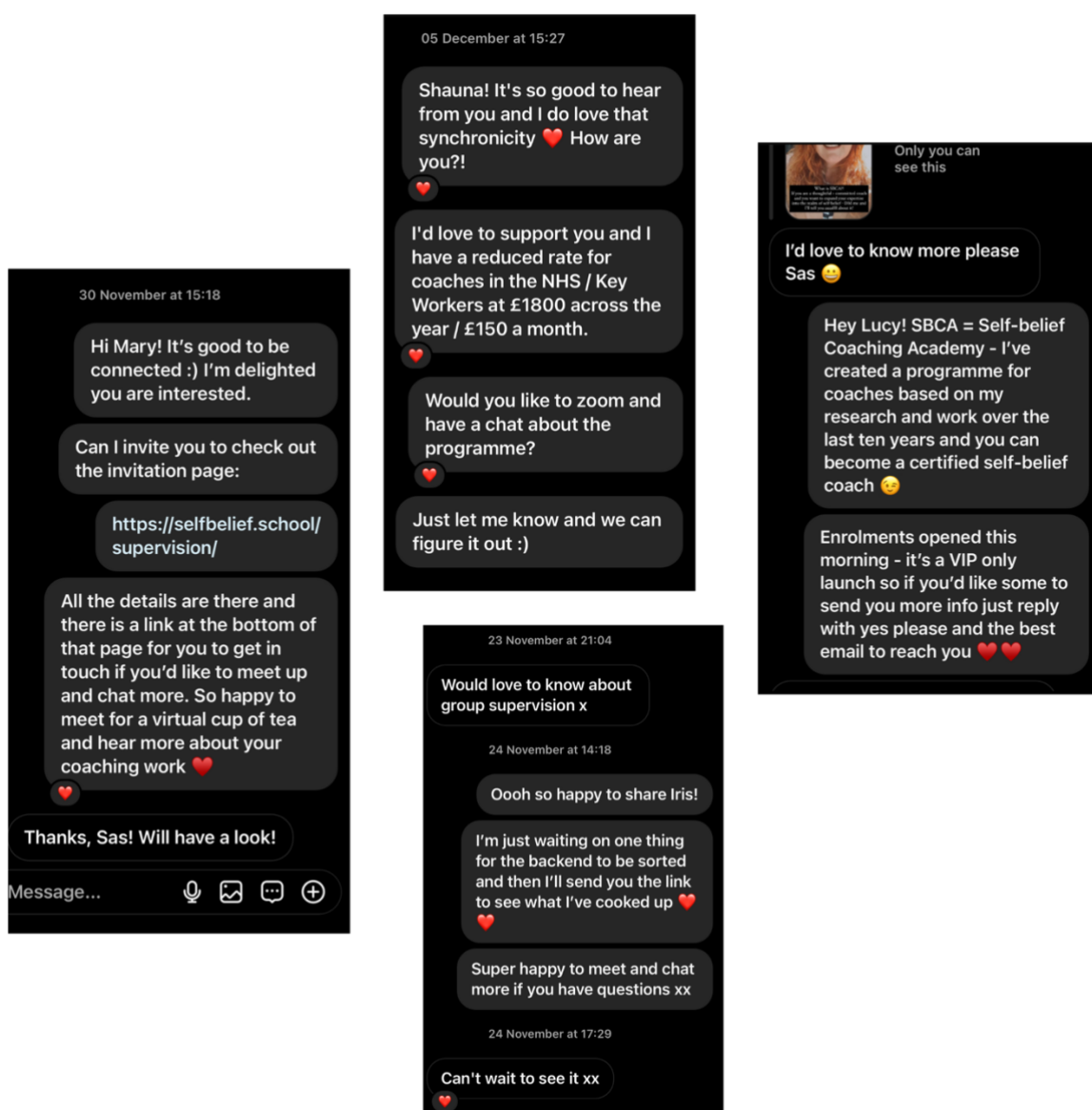
How to invite clients to sales calls on social media

While comments, likes, shares and retweets provide useful information about what lands with people, these are also public spaces.

You can invite people to connect with you privately using the Message function.

This is where you can answer any questions and have a conversation about meeting up on a sales call.

Some examples:



How to create your content for a month in a single afternoon

The best way to find your content mojo is to have a PLAN. The process described below will help you coax the ideas from your brain and sort them into categories.

We'll start big and broad, then sift your ideas into a solid list of core topics.

STEP 1: GATHER YOUR SUPPLIES

- You'll need some large pieces of blank paper.
- Coloured pens.
- A creative spirit: make this FUN! Put on your favourite music.

Tip: If you're feeling tentative, this will totally work over Zoom with a coaching buddy.

STEP 2: BRAIN DUMP

Take a sheet of paper and write down every single idea for content you can think of. You could set a timer for 20 minutes if you need a deadline.

This is no time for censorship - no thought is too big or too small! Don't worry if it feels random; you can make sense of it and find the connections later. Single words or sentence fragments are all you need.

Move on when you run out of ideas, change pen colour – remember it's supposed to be fun!

Here are some prompts to get you started:

- What do you know about?
- What do you want your clients to know about you?
- Had any light bulb moments lately?
- What Difficult Life Stuff have you overcome?
- What are you passionately opinionated about?
- What brought you to coaching?
- What are you growing your expertise in?
- What are your favourite quotes?
- Who has been a teacher for you? What have you learned?
- What are your favourite coaching moments or client success stories?
- Learned about any cool coaching techniques, models, frameworks of research recently?
- What are your personal values? What do you do to bring them to life? How do you live in alignment with your values?
- What's inspiring you at the moment? It might be books, TV shows, art exhibitions, recipes, new research in your field...
- How did you arrive at your flavour of coaching?
- What are the aspects of this work you find difficult?
- What could you read about or talk about for hours?
- What has meaning to you outside of your work?
- What quirky or unusual topics are you fascinated by?
- What are the top three questions or struggles your clients have?
- If your website has stats, what search terms are people using to find you?
- Is there something that people always ask you? '*How did you do that?*'
- If you're working through this process with a friend, what do they want to know about you and your work?

STEP 3 - FIND YOUR CORE THEMES

Go through your ideas and group them into broad categories (this is where the coloured pens come in handy). Look for common ideas and connections.

Aim for 4-6 categories - these are your Core Themes.

You might like to think of them as sails on your business ship. Or six trees growing around you as a copse. You can use your Core Themes as a way to mix up your posting routine.

Some category ideas:

- your flavour of coaching or field of expertise (research and education, your thoughts, your learnings)
- stories from your life/updates on a personal project
- an interview series
- quotes related to your coaching
- salesy stuff: testimonials from clients/invitations to coach/invitation to sign up to newsletter
- books you are reading
- something fun (I started sharing the contents of my saved posts folder on Instagram – to me these posts felt like #ComfortBlankets – after a year of consistent posting on Friday mornings, they get thousands of likes and I get DM's if I post late! I love that they are shared and saved – it brings a feeling of community into social media).

Anything goes - just keep your client and the purpose of your content in mind (that can be to entertain!).

No matter what your social media you choose, your account can resemble a good print magazine (remember those?) covering a range of stories with regular features mixed in, but always connected to its core mission and target reader.

Rather than being restrictive, categories can provide a helpful creative structure.

How to never run out of content ideas

Keep notes.

You never know when the muse will strike so use an app or keep a notebook on you.

Be flexible.

You don't have to be a slave to the plan. Some of the best content is sparked by a random event. But since you've worked through this process, you'll know right away whether it's a good fit for your blog and readers.

Include images and video.

Every social media app has a visual element – it helps your post stand out. You can use your own images or find stock images (Unsplash and Pexels offer a great range of free and diverse image content). Humans tend to respond to images more than words: hence, Instagram.

Even if your post is word-based, get creative!

Canva offers a huge number of free templates for creating posts. Consistent brand colours and fonts aren't important (unless like me you are a Libran! #aestheticsbaby). Lots of

Mix up the length and style.

Write lists, include photo-only posts, create a series of connected posts. Make videos.

Publish consistently.

If there is one thing you must do, it's this: publish consistently. It might take a while to get into a posting routine, but it is so worth it. Book time out in your calendar to create your content and treat it like you would any deadline for which your clients are depending on you. Treat this seriously, as it's another way that you create trust with your clients.

Unsubscribes and unfollows are part of the process.

Lots of folks will stay with you through every incarnation. Some will leave if your work no longer resonates with them. New folks will come along, while others float in and out.

Your content is a *body* of work. It's so much bigger than one post, one newsletter. It's a living, breathing entity. It's where you get to be you, in real time; as you learn, grow, change, and evolve, your content reflects your story.

YOUR FUTURE SALES ARE PURE POTENTIAL

What I know in my bones, is that everything is pure potential – *billions* of people are on social media, hundreds maybe even thousands of folks are just one or two degrees of separation from you through your existing networks.

You are the constant: consistently showing up, being yourself, sharing your work, inviting folks to coach with you IS the way.

Combine the power of social media and email, be creative, experiment, have fun! Be consistent.

Practice sales calls from your lovingly detached grounded presence and self-belief.

Make the invitation: I've so enjoyed meeting you and I would love to coach with you. Does that sound like something you want to do?

Evaluate what works and what didn't work. Practice compassion with yourself.

Never doubt that the world is not in need of your values-led, helpful coaching work.

Keep showing up. Keep sharing and inviting people to coach with you.

You've got this.

A handwritten signature in black ink, appearing to read "John Doe". The signature is fluid and cursive, with a large loop at the beginning and a stylized "X" at the end.

A woman with long, wavy red hair is sitting at a wooden table. She is wearing a white, long-sleeved blouse with a gold zipper. Her hands are clasped on the table, and she has a tattoo on her left forearm. The background shows a rustic interior with a fireplace and a mirror.

Growth Edge COACHING

You and me and your potential for the next six months.

Growth Edge Coaching is for women who have a deep commitment to their own healing and expansion.

This is for you if you...

- have created a life where things look pretty good on the outside, but something in you feels *restless*.
- know in your bones there is much more destined for you, and you're ready to explore what that might be
- have a sneaking suspicion that self-doubt is at the heart of your healing work...

This is your invitation to walk with me, to the edge of yourself.

One-to-one coaching: like nothing you've experienced before.

This is not about achieving more or having more, or even being more.

Because these are the external outcomes that naturally materialise from turning your energy and attention towards your *real* growth edge.

Growth Edge Coaching does what it says - this is about expanding the edges of your self-concept *from the inside out*. It's about actively finding out what is truly possible for you.

Our coaching relationship is utterly tailored to you.

This is how our work will unfold:

- We'll look at what is and isn't working in your world so you can name and claim the next part of your adventure. No more waiting to feel ready.
- Our work together will be an active transformation - during our time together, you'll be implementing changes to create the life you want. This also means you'll come up against the edges of your self-doubt and your growth.
- We'll look to your past experiences for what is emerging in the here and now - specifically how to transcend what is stopping you from accessing your sense of being resourced and in choice.
- You'll be engaged in detangling from the psychological risks and the patterns of protection that may have served you well, but no longer feel healthy.
- You'll know how to be fully yourself, while in the throes of creating the meaningful, messy and fulfilling life you always envisioned.

If this feels *thrilling-but-a-bit-sick*, you're in the right place.

You have the opportunity to work with someone with ten years of coaching experience, coupled with a rich understanding of self-belief and unparalleled expertise in coaching folks through self-doubt.

Plus: I'm in the trenches with you. My own self-doubt led me to a lucrative corporate career, with all the outward trappings of success. But underneath, I was lonely and scared, I had a problematic relationship with alcohol and a deep fear that I wasn't made for relationships.

After my third burnout, I finally surrendered. The second half of my life has been about healing the first half! I've found work that nourishes me, grown a business that has a deeply satisfying impact in the world, and is financially and creatively successful. I've made a spacious and meaningful life *outside* of work.

And I've done all this *with* self-doubt: I had no idea how this would turn out, what other people would think, or if my ideas would 'work' (lots of things didn't). But I've learned how to heal my self-doubt, take manageable risks, live on my growth edge, and compassionately support myself, no matter what.

This is absolutely available to you, too.

I want this to be an easy peasy YES - you'll know this is right if:

- You are ready to be known. Underneath your wise and capable self, you are an entire constellation of interconnected human parts - all are necessary for you to be you.
- You are interested in unpacking the protective patterns that hinder your expansion (overworking, overgiving, over-thinking and feeling overwhelmed).
- You want to experiment with creating the conditions in your life where your Healthy Adult Self can thrive - resonant friendships, work that sings to you, a home that is a sanctuary - *what is the life you are longing for?*
- You want to explore the ways you entangle with other people. We all experience moments of convincing, blaming, rescuing or colluding with others - *why* you tend to entangle in specific ways and with particular people is the doorway to healing that response in you.
- You are ready to elevate your leadership to the next level - you want to feel deeply resourced, so no matter what happens, you have your own back (this is also known as feeling *unfuckingstoppable*).
- You are ready to invest in your own becoming: to take yourself and your healing seriously, to give yourself the support and the attention you offer to others.

I want your return on this investment to feel priceless.

At the end of this experience, you will have a solid vision for the life you are creating and, most importantly, who you are as the Healthy Adult leader-Self of your future.

Please know, that this won't always be comfortable work. Frankly, this kind of courageous endeavour *often* feels like arse. But it will have an enormous payoff.

The beauty of this work is that you won't be alone. You'll have me in your pocket.

I'll be right beside you on the path as you create your future.

Included in your Growth Edge Coaching package:

- An in-depth questionnaire to clarify your aims for our work together.
- 90-min foundation session to clarify your goals and agree on the details of our collaboration.
- 6 x 60-minute sessions over zoom (at least one each month) where we will be in the real-life soup of bringing your vision to life. It will give us all the raw material we need to address those pernicious self-protective responses and create a sense of internal safety as your self-concept evolves and expands.
- Support between sessions over email so you're constantly supported and celebrated as you take action.

Growth Edge Coaching is £5000. A £500 deposit is required to secure your place. You can choose to pay the remaining balance in full or a 6-month payment plan (£750 per month).

*If you are interested in talking more about coaching together,
please email me: sas@selfbelief.school*