

Sample Welcome Letter #1: Introduction

Brilliant Coaching
1234 Main Street
Anytown, USA

Amazing Client
4567 Fred Street
Special Town, USA

Dear Amazing Client:

Welcome to Coaching! Congratulations in your choice to focus time and energy on your own growth. I am passionate about supporting you to extend your reach and become even more than you dreamed possible. I look forward to the magic we'll co-create in your life.

Coaching is about you as a whole person: your values, goals, work, balance, fulfillment, and life purpose. I work with highly motivated individuals like you to develop their own definition of success. Most clients want to achieve specific goals so they can lead a more fulfilling life. We will design a plan that is specific to your needs and aspirations.

Our initial appointment, the discovery session, is meant to jumpstart our relationship. During our first session we will be designing our alliance (how we will work together), how you want me to coach you and what tools and structures I bring. Most of this session will be discovery — this is when you will train me on who you are, what you wish for in your life and what I am to hold for you as your vision.

I am enclosing some homework to get the juices flowing for our discovery session. In order to maximize our time together, please spend some time giving the homework careful thought. If you are unable to complete all of it, don't worry; we will be working with this information when we are together. It is meant to spark your thought process for our first session. The information will at least give you an idea of what to expect. Please photocopy any forms you do complete and send me a copy before our meeting.

Your discovery session is scheduled for _____. We will be conducting the session over the telephone and you will call me at XXX-XXX-XXXX.

A word about financial agreements...

The fee for the discovery session appointment is \$XXX. The fee for monthly coaching is also \$XXX. We will be working together four times per month. The fee for the discovery session is due at the appointment. I send invoices on the 20th of each month for the coming month. You will be paying me in advance for your monthly sessions.

Amazing Client, I am looking forward to working with you. If you have any questions or concerns call me at XXX-XXX-XXXX.

Sincerely,