

Steal This Script For Your Warm Letter



Want more life coaching clients & referrals? - do this now!

So you want more life coaching clients? Here's a strategy that's so simple you've probably overlooked it – yet it can bring in amazing results by identifying clients right under your nose.

When coaches are starting out, they often think they need to spend countless hours drumming up interest in their services from strangers. But savvy marketers have been using a strategy called the 'warm letter' for years. Put simply, a Warm Letter is an email (yes, it used to be a real physical letter on paper before the invention of email) that you send out to people you already know.

But why would I do that????? I hear you ask?

Well, if you want more life coaching clients this is one of the best ways of getting them – fast.

I promise this is a great strategy and not nearly as scary as it might sound. In fact, I'm going to show you just how effective this can be with the help of my very good (yet sadly still imaginary) friend, Benedict Cumberbatch. And because I want you to get loads of clients and we definitely don't want a sad Sherlock on our hands, this is really something you need to try.

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The Benefits

The benefits of this strategy for getting more life coaching clients are multiple – is easy, simple, cost-effective and it works because:

- You can do it even when you're just starting out to spread the word about your business.
- But you can also do it when you are years into your business – especially if you've never taken the time to let those who already know, like and trust you just what amazing work you're doing.
- You can do it for every new offer / service / product in your business, to update your network about changes in your business.
- Through your letter/email you let your network know about what you do (I bet many of them don't actually know what that is or how you can help them) and this can have long term benefits. Maybe it's not right for them now – but in a few months or even years time they might be facing the very circumstances you help people with.
- You get referrals – the beauty of this strategy is you're not asking your uncle Fred to work with you directly (well, not unless uncle Fred is your ideal client) – you're asking him to think about other people he may know who could be perfect for your services.

This is a win-win situation so don't let embarrassment (will they think I'm being pushy?), shyness (I don't want to bother people) or just plain busy-ness (I've got to watch the 17 webinars I've got on my To – Do list first before I can do that) get in your way.

The nuts and bolts to get you on your way to more life coaching clients

Step 1

Make a list of EVERYONE you know. Go through your contacts list. Don't exclude anyone! No really. Ex colleagues, your hairdresser, people you know from the gym, your friends, relatives – everyone.

Step 2

Chunk that list down. Give yourself a target number to send each day/week.

Write a PERSONALISED email to each person on that list (see why we're chunking it down?) You need to do this through your personal email account not through your newsletter provider (i.e. Mailchimp, Aweber etc.)

This key to this strategy is in it's personalized approach. You want to each email include tailored touches for every single person. Mention events you were both at, a shared experience, ask about their kids (by name), how the new job's going etc.

Then go onto explain why you're contacting them (to tell that about your new business/venture/service) and to explain who you help and how you help them. Be specific about who you help and what the benefits of working with you are. Mention outcomes, even include a quote or micro case study from a client e.g. One client got a new job with a 30% pay rise/met the love of her life/landed a dream client etc.

Then tell them how much you'd appreciate them sharing your business/service with anyone in their network who they think would benefit from it. Include an easy way for people to get in touch with you such as including a link to your online scheduler where they can book a complimentary strategy call.

Thank them again and sign off.

Step 3

Create a list of everyone you contact along with space to record the responses you get. If you want to get really fancy, you can use a CRM system (Customer Relationship Management) like Capsure or Insightly (both are free unless you have a whole team who needs to use it). This is useful so that you can follow up with thanks for referrals or keep track on who you've already contacted and what response you got back. Results? More leads & a very happy Benedict Cumberbatch!

The Script

Hi (name)

(Insert something personal and tailored to the person you're sending the email to here.

E.g. *It was so lovely to catch up with you last week,*

Can you believe it's been 3 months since Desmond's Christening?

Thanks you so much for the casserole

How's pippy the goldfish doing after his scare?

I don't know if you've heard but I've recently started a coaching business and I would appreciate your support so much as it grows. I'm in that nervous/excited point of launching it and I'm reaching out to you to let you know about a new programme for....Insert description of your ideal client and what problem your coaching programme helps solve. E.g.

I help people who:

- Feel stuck in jobs they hate but don't know what else do.
- Dream about finding a career that excites them but are scared to leave the security of the role they're in now
- Worry that they've missed their chance to find a job they love

What coaching with me can do is:

- Pinpoint the key things they want from a career and guide them to where those opportunities lie
- Identify their transferable skills and show them how to find roles that are a perfect fit for them
- Spiff up their LinkedIn profile and Resume so recruiters can see just how valuable they are
- Help them develop their self belief so they can rock those job interviews

If you or anyone you know is interested, I'm offering a no-obligation, FREE X minute session."

If it feels right, you can offer them a discount/coupon or referral fee as a thank you for helping you out - but this isn't compulsory.

During this session we'll: (give an overview of what you'll do. Ideally this needs to be short and sweet and emphasise the benefits of the session: e.g. *look at your career strengths and help you to see where you can make immediate improvements to your resume.*)

And you'll walk away from it (keep this upbeat and focussed on results e.g.

- Feel energized and hopeful that you can really love your career
- Have the beginnings of a game plan
- Have at least one strategy that you can take straight away to get you closer to a career you love.

At this point give them a clear CTA (call to action) of what you want them to do next.

The easiest way to do this is to link to a scheduler. My favorite is [AcuityScheduling](#))

It's easy to book your session, simply click here to do so" (insert link) or reply to this email.

If this isn't a good fit for you I totally understand and would be grateful if you'd forward this email to anyone you know who might be interested.

Thank you for taking the time to read this and (insert another personal note if possible, e.g. *I can't wait to see what Brian will do at his next BBQ!*)

Sign off

I'd love to know how you get on using this strategy and script. Drop me a line at Jo@jocasey.com and tell me all about it!

Jo x

Jo Casey, Coach Mentor for coaches ready for more client's than they can shake a stick at. www.jocasey.com

