

# EMAIL TEMPLATES



THE COACHING MASTERS

# EMAIL TEMPLATES

## 1. Welcome Email (When Someone Books a Discovery Call)

Subject: Excited for Our Upcoming Call! 🚀

Hi [First Name],

I'm so excited that you've booked a discovery call with me! This is your opportunity to explore how coaching can support your goals and dreams.

Here's what you can expect on our call:

- ✓ Clarity on your current challenges and goals
- ✓ A glimpse into how coaching can create transformation
- ✓ Time for any questions you may have

To make the most of our time together, take a moment to reflect on:

What's the biggest challenge you're facing right now?  
What would make the biggest difference in your life?

I can't wait to connect with you on [date and time]. If you need to reschedule, you can do so here: [reschedule link].

Talk soon!

Warmly,  
[Your Name]  
[Your Contact Information]

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## 2. Email Follow-Up Template (After Discovery Call)

Subject: Excited to Connect – Next Steps for Your Journey

Hi [First Name],

It was a pleasure speaking with you! I truly appreciate the opportunity to learn more about your journey and the goals you're working towards.

As we discussed, here's a quick recap of our conversation and the next steps:

[Key takeaway 1]

[Key takeaway 2]

[Proposed action or resource]

I'd love to support you in creating real transformation. If you're ready to move forward, you can [schedule your first session here / sign up for the program here: [Link]].

Let me know if you have any questions—I'm here to support you!

Looking forward to the next step!

Warmly,

[Your Name]

[Your Contact Information]

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## 3. Newsletter Template (Monthly Coaching Insights & Inspiration)

Subject: This Month's Breakthroughs + A Special Gift for You 🎁

Hi [First Name],

I hope this message finds you well! This month, I want to share some powerful insights about [topic of the month, e.g., overcoming self-doubt, mastering your mindset, etc.].

🌟 Key Insight: [Share a short story, statistic, or lesson related to the topic.]

💡 Coaching Tip: [Provide a quick actionable step your audience can take.]

🎁 Exclusive Offer: [If applicable, share a special offer, free resource, or upcoming event.]

Your growth and transformation are at the heart of everything I do. If you're ready to take things to the next level, check out [program/service link] or reply to this email—I'd love to hear what's on your mind!

Here's to your success,

[Your Name]

[Your Website / Contact Information]

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## 4. Email When Someone Downloads Your Ebook

Subject: Your Free Guide is Here! 📖

Hi [First Name],

Thank you for downloading [Ebook Name]! I'm so excited for you to dive in and start [achieving goal related to the ebook].

 Click here to access your ebook: [Download Link]

This guide will help you:

✅ [Benefit #1]

✅ [Benefit #2]

✅ [Benefit #3]

If you have any questions or insights while going through it, feel free to reply to this email—I'd love to hear from you!

Looking forward to supporting you on your journey.

To your success,

[Your Name]

[Your Website / Social Links]

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## 5. Promo Email for Launching a New Coaching Program

Subject: 🚀 It's Here! The [Program Name] is Open for Enrollment!

Hi [First Name],

The moment is finally here! 🎉 After months of planning and refining, I'm thrilled to introduce [Program Name]—a powerful, transformative journey designed to help you [specific transformation, e.g., break through self-doubt, build a thriving business, create a mindset of success].

💡 Imagine this... In just [# weeks], you'll go from [current struggle] to [ideal transformation].

🌟 What's inside the program?

- ✅ [Feature #1 – e.g., weekly live coaching sessions]
- ✅ [Feature #2 – e.g., personalized action plans]
- ✅ [Feature #3 – e.g., exclusive community for support]
- ✅ [Feature #4 – e.g., lifetime access to resources]

👤 Who is this for?

This program is designed for [ideal client type] who are ready to [desired transformation]. If that's you, don't wait—the doors close on [date]!

🎁 Bonus Alert! Sign up before [early deadline] and get [special bonus, e.g., a 1:1 coaching session, a workbook, etc.].

📅 Spots are limited!

Click here to join now: [Enrollment Link]

If you have any questions, just reply to this email—I'd love to chat!

Let's do this together! 🤝

[Your Name]

[Your Website / Contact Information]

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## 6. Re-Engagement Email (For Inactive Subscribers or Past Clients)

Subject: We Miss You! Let's Reconnect ❤️

Hi [First Name],

I noticed it's been a little while since we last connected, and I wanted to check in. How have you been? Are there any challenges you're facing that I can support you with?

If you're looking for fresh inspiration, here are a few resources you might love:  
[Link to recent blog post, video, or resource]  
[Link to upcoming free webinar or training]

If you're ready to dive back in, I'd love to offer you a complimentary [mini session/consultation/check-in call].

Click here to schedule: [Booking Link].

Looking forward to catching up!

Warmly,  
[Your Name]  
[Your Website / Contact Information]