



NEW Coaching Client Welcome Letter

Welcome



Provided by
E.G. Sebastian (CPC, CSL)
Your Business-Development & Marketing Coach
www.myClientAttractionAcademy.com
<http://www.thesixfigureincomecoach.com>

NEW CLIENT WELCOME LETTER

Welcome Letter (For delivery by postal mail or email)

A welcome letter is designed to introduce your client to your business coaching sessions. Once a client has signed on to work with you through your website, this letter can be sent to them as the cover for your Welcome Package.

A Welcome Package may include but is not limited to:

- **Welcome letter** – Acknowledges your new client, lists what is included along with the letter, any follow-up instructions and a reminder about the date of your first session.
- **Business goals worksheet** – To be completed and returned before the first coaching session. This is where your clients can list their goals for their business. It can help you to prepare for first client coaching session.
- **Payment arrangement form** – This form details the payment arrangement that the client entered into when they signed up for sessions on your coaching website. It needs to include date of recurring payment, payment amount, what service is being rendered and payment type options.
- **Client receipt copy** – This simply states that their payment for their first month of coaching was received. They can file it for their records.
- **(2) Copies of the Coaching Agreement** – It is important for them to read it carefully and sign one copy to be returned to you. If coaching is done over the telephone or through another medium like Skype, clients may sign and fax a signed agreement or scan and send it to you as a PDF file.
- **Copy of your Coaching Success Guidelines** – This is your code of conduct for business coaching sessions. You may also include a copy of any guidelines that you observe as a member of a professional business coaching association.

Sample Welcome Letter

All of your client correspondence needs to be official and professional. Create a company letterhead template that you can use for all letters. Here is an example (modify it to fit your needs):

Company Address
Date

Client Name
Client Address

Dear *Client*,

Welcome to [INSERT COMPANY NAME HERE].

I would like to welcome you and congratulate you for deciding to take advantage of my services. Enclosed you will find the Welcome Package that was mentioned when you signed up on our site. It includes:

- This Welcome letter
- A Business Goals worksheet – Complete the Goals column before our first session. Mail a copy to me along with your Coaching Agreement.
- Your Payment Arrangement Form
- Receipt for first month of coaching
- (2) Copies of your Coaching Agreement – Please sign both. Keep one for your records and return the other to me before our first session.
- A copy of my Coaching Success Guidelines

Please fill out the Business Goals worksheet before our first session so we can get started promptly.

If you have any questions in advance of the first session, do not hesitate to call or email me. I look forward to meeting with you on [INSERT DATE/TIME OF FIRST SESSION].

Your Signature

Your Name (printed)

Company Name
Website address
Your Telephone Number