

Example of a “Grass Roots” letter written to a professional contact when starting my coaching business.

Dear Dr. Taylor,

I am excited to share with you information about my Professional Coaching business, Change of Focus Coaching! About three years ago, after completing extensive course work, certification and credentialing, I am living my passion of working with persons living with AD/HD (Attention Deficit Hyperactivity Disorder). As an AD/HD Professional Coach I know I make a difference while utilizing my advanced level of education and years of experience working in the mental health field. Through coaching, my clients not only learn new skills and strategies that turn their challenges into strengths but come to realize their fullest potential in their personal and professional lives.

What is ADHD Coaching?

As endorsed by CHADD (Children and Adults with Attention Deficit Disorder) as an integral piece of successful treatment for those with AD/HD, coaching is quickly becoming one of the leading tools that successful people use to really be their best. As an experienced and credentialed professional coach, I work as a partner with my clients utilizing a Five Step Program I have designed specifically for the AD/HD client. This process weaves in AD/HD education (etiology, pharmacology, neurobiology), skill and strategy building (time management awareness, organizational tools, socialization skills) and personal discovery (learning styles, gifts, intelligences, life goals, values, vision) which enable my clients to recognize AD/HD as a manageable challenge while they enjoy a happy, balanced and fulfilled life. I have enclosed some further information on the nature of AD/HD coaching and would be happy to schedule a brief appointment with you to answer any questions you may have about this emerging profession.

Who benefits from ADHD Coaching?

My clients include people of all ages, locally, nationally and internationally, who have been diagnosed with AD/HD as well as those that love them. My ideal clients are those motivated to make changes, are willing to see their challenges as hidden strengths and who understand the value of receiving support in order to live successfully with ADHD.

I also provide complimentary 45-minute Informational Sessions to people who want to learn more about how coaching can help them in their life. I have included several business cards. Please feel free to share these with friends, family or co-workers.

Opportunities beyond One-on-One Coaching

Another of my goals is to share my passion to demystify AD/HD, with as many people as possible. I am a frequent presenter locally and nationally on current issues related to AD/HD. Some of the topics I speak on include:

- ADHD Coaching: An integral component to successful treatment
- ADHD in the Classroom: Practical tips to successful learning
- ADHD and the College Student; A New Understanding
- You are your Child's First Coach: Parenting your child to success
- Coulda, Woulda, Shoulda: Using F.E.A.R. to end Procrastination
- The Wholistic Healer; Putting C.A.R.E. back into the Science of AD/HD Treatment

Once again, it is my pleasure to introduce you to the field of coaching and The Change of Focus Coaching Program for persons living with AD/HD. Please let me know if there is any way I can be of service to you!

Kind Regards,

Laurie Dupar

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