

Grass Roots Marketing Email Template

(An example of a letter that you can add your unique touches to and send out to all those contacts and “people who love you no matter what” to let them know about this exciting new business you are offering I purposefully left it in a word document form so you can edit it easily!

Date

Dear (name),

It was great seeing you the other evening at the boys' soccer awards ceremony. Although the team has done very well this year, I am glad that the season has come to an end, and academic studies can once again become a priority!

You mentioned that you and Dr. _____ might be interested in referring some of your clients to my coaching practice. I would love to be a resource for your clients living with ADHD (attention deficit hyperactivity disorder). I would be more than happy to come to your offices and provide a brief in-service on my Coaching Program.

Please feel free to call me at (your phone number) to arrange a date and time that would be most convenient. I am available most Mondays and Fridays and would love to schedule a time to meet with you and Dr. _____

Kind Regards

Your Signature

Grass Roots Marketing Email Template Examples #2

Dear Mom and Dad,

I am excited to announce the launch of my professional coaching business! About a year ago, I learned about this emerging field and decided to explore it as a profession by enrolling in the Coaches Training Institute, a worldwide Coaches training program. After completing the extensive coursework, I am pursuing my passion for working with persons living with ADHD. My clients include people who have been diagnosed with ADHD and those that love them. I am very excited to have discovered this profession where I know I can make a difference and utilize my years of experience working in the mental health field. Through coaching, clients learn new skills and strategies that turn their challenges into strengths but come to realize their fullest potential in their personal and professional lives.

As endorsed by CHADD (Children and Adults with Attention Deficit Disorder) as an integral piece of successful treatment for those with ADHD, coaching is quickly becoming one of the leading tools that successful people use to be their best. I have enclosed some further information on the nature of ADHD life coaching and would be happy to answer any questions you may have about this emerging profession.

As an experienced and trained professional coach, I work as a partner with my clients utilizing a Three-Step Program I have designed specifically for the ADHD client. This process weaves in ADHD education, skill, and strategy building (time management, organization, socialization), and personal discovery (learning styles, gifts, intelligences, life goals, values, vision). Coaching enables clients to recognize ADHD as a manageable challenge. They finally enjoy a happy, balanced, and fulfilled life at the same time.

I am currently working with several clients worldwide. We can meet by phone or via videoconferencing such as zoom. I have found the best way to reach new clients is by word of mouth, so I am asking my current network of friends, family, and colleagues, like you, for referrals.

Although I apply my ADHD life coaching skills and expertise in various areas (speaking, consulting, and advocacy), my passion is working one on one with the individuals and families of persons diagnosed with ADHD.

Specifically, I help my clients:

- Understand how inattention, impulsivity, and hyperactivity can result in low self-esteem
- Help them discover and bring out their unique strengths and talents.
- Design new techniques and strategies for organizing and thriving with their ADHD brain style!

Ideal clients want to experience a change in their lives, are willing to see their challenges as hidden strengths, and understand the value of receiving support to live successfully with ADHD.

Another goal is to share my passion with as many people as possible. I am looking forward to introducing ADHD Life Coaching to a CHADD group in Davis, California. Offering a workshop on ADHD at a community education center in my town and reaching around the world with live video classes on ADHD, where people can connect with me from the comfort of their homes or offices! Perhaps, you may belong to an organization interested in learning more about ADHD or Coaching and its pivotal role in an overall treatment plan for managing ADHD.

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
- You are your Child's First Coach: Parenting your child to succeed.

I also provide complimentary 15-minute consultations to people who want to learn more about how coaching can help them in their life. I have included several business cards with a complimentary session offer printed on the front. Please feel free to share these with friends, family, or co-workers who may know someone who would benefit from my coaching? Also, I am offering a free subscription to my monthly emailed newsletter, which offers practical tips, useful information, and helpful resources to anyone interested in learning more about ADHD. Anyone can subscribe by simply visiting my website at:

Thank you in advance for your help and support! Please let me know if there is any way I can be of service to you!

All the best,

Your Signature