

Grass Roots Marketing Email Template Examples

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 for one am glad that the season has come to an end and academic studies can once again become a priority for Graham!

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 AD/HD (Attention Deficit Hyperactivity Disorder). I would be more than happy to come to your offices and provide a brief in-service on the Change of Focus Professional 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

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 world wide Coaches training program. Now, after completing the extensive

coursework, I am pursuing my passion of 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 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.

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 really be their best. I have enclosed some further information on the nature of ADHD 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 (etiology, pharmacology, neurobiology), skill and strategy building (time management, organization, socialization) and personal discovery (learning styles, gifts, intelligences, life goals, values, vision) which enable my clients to recognize ADHD as a manageable challenge while they enjoy a happy, balanced and fulfilled life.

I am currently working with a number of clients across the country and internationally (we meet by phone and in person). 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 coaching skill and expertise in a variety of 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 or low self-esteem has played a role in their lives.
- Discover and bring out their unique strengths and talents.
- Develop techniques and strategies for organizing and thriving with ADHD!

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.

Another of my goals is to share my passion with as many people as possible. I am looking forward to introducing ADHD Coaching to a CHADD group in Davis, offering a workshop through community education in my town and offering teleclasses (a live teleconference call where up to 100 people can connect with me from the comfort of their homes or offices)! Perhaps, you may belong to an organization who would be interested in learning more about ADHD Coaching and its pivotal role in an overall treatment plan. 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 success

I also provide a complimentary 45 minute introductory coaching session to people who want to learn more about how coaching can help them in their life. I have included several business cards that have a special 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? In addition, I am offering a free subscription to my monthly electronic newsletter which offers practical tips, useful information and helpful resources to anyone interested in learning more about ADHD. Anyone can subscribe by simply sending an email to me at: (your email)

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