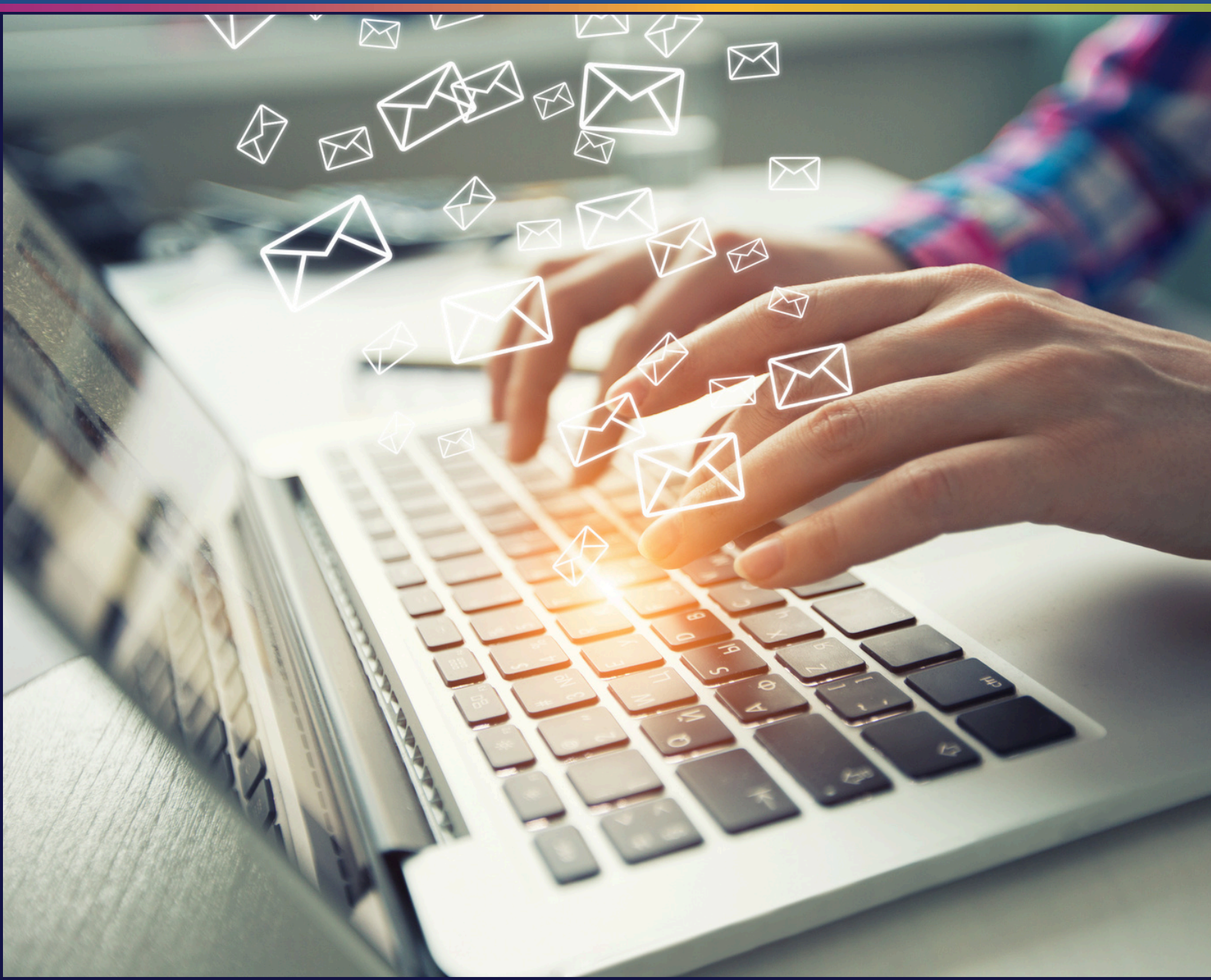




The Ultimate Guide

To Crafting the Perfect Email Signature for ADHD Life Coaches

Inspirations, Best Practices, and Examples.





WELCOME

The Ultimate Guide

To Crafting the Perfect Email Signature for ADHD Life Coaches

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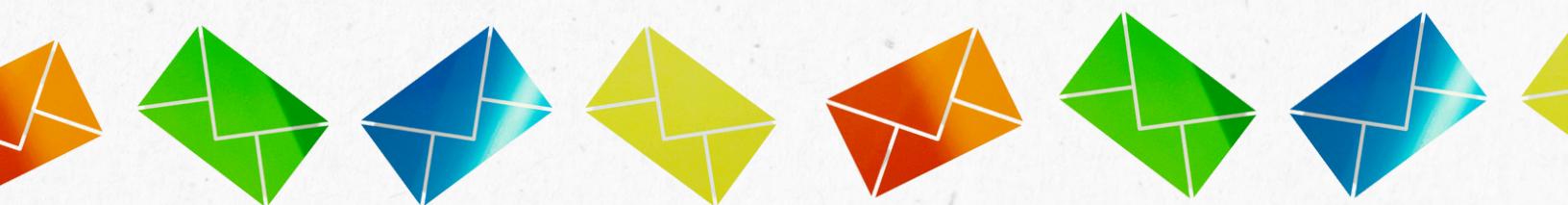
Your email signature is not just a simple sign-off; it reflects your personal brand and your mission as an ADHD Life Coach.

They usually include your full name, company details, and contact information. Email signatures can also add more interactive elements, such as photos, logos, or even links, for marketing and other business purposes.

A well-crafted signature can build trust, enhance professionalism, and serve as a valuable tool for connecting with your clients and prospects. This guide is designed explicitly for ADHD Life Coaches, offering tips and examples to help you create a signature that aligns with your purpose and effectively communicates your value.

Dedicated to:

*Jody Beagle, a Student in our September '24 M/W Class Who
Initially Raised This Question ❤️*

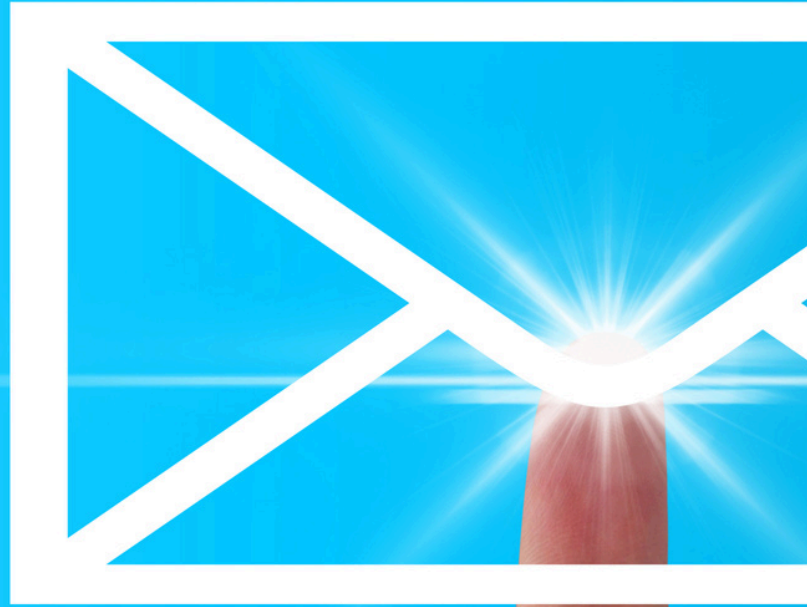


Why Email Signatures Matter for ADHD Life Coaches

Your email signature serves unique purposes in your role as an ADHD life coach:

- **Professionalism:** It reassures clients and colleagues of your credibility and attention to detail.
- **Trust Building:** A polished signature helps establish rapport and shows that you are organized—something your ADHD clients value.
- **Ease of Communication:** It provides clients with easy access to your contact details and resources.
- **Call to Action:** You can invite clients to book a session, explore resources, or visit your website for more tools.





**A well-crafted email
signature builds trust,
enhances
professionalism,
and strengthens
client connections.**

Key Elements of a Great Email Signature for ADHD Life Coaches

Email signatures can serve multiple goals apart from the obvious one, introducing yourself to your email recipients. Let's have a look at their most common components and how to present them appropriately to create a strong email signature for an ADHD life coach.

Your Full Name: Make it clear and easy to read.

Well, you cannot have a signature without your full name. Write it on the top lines of the text so that readers know with whom they interact.

You can also *make it bold or increase the font size to stand out* from the rest of the text. Feel free to mention your *preferred pronouns* next to your name if you wish.

Job Title and Company Name

This business information will add authority to your correspondence. Readers who receive an email from you for the first time can decide if it's worth their time by checking your brand name or title. So it's best to give them that option generously!

For example:

- "Certified ADHD Life Coach" or "ADHD Empowerment Specialist."
- ADHD Success Coach
- Focus and Productivity Coach
- ADHD Transformation Strategist
- Executive Function Coach
- Neurodiversity Life Coach
- ADHD Resilience Mentor
- Thriving with ADHD Coach
- Clarity and Confidence Coach
- ADHD Breakthrough Specialist
- Mindset and Momentum Coach



Contact Information

Help your email readers reach out to you by sharing your contact details, such as your *phone* or fax number. If the email address you've used in this case is your primary one, you don't have to repeat it unless you want to provide them with an additional option.

- ✉ **Phone number** for scheduling.
- ✉ **Website URL** for resources, tools, or coaching services.
- ✉ Optionally, include a secondary email or **scheduling link**.

Your Tagline

A brief and inspiring phrase that reflects your coaching philosophy. Example:

"Helping ADHD Minds Thrive" or "Guiding You to Unlock Your Potential."

Social Media Links/ Icons:



Share the platforms where you post ADHD-related tips, resources, or client testimonials.

Social media marketing is one of the most cost-effective ways to engage with your followers and customers. Why not direct your email readers to your social media accounts and start interacting with them more frequently?

For instance, you can include icons and links to your most frequently used social media profiles at the end of your emails to boost engagement. This strategy is especially beneficial for professionals in marketing, sales, and other customer-centric roles, as it helps nurture relationships with customers and prospects.

If you regularly promote your work on platforms like LinkedIn, add it to your email signature. These clicks can significantly impact your business!

Call-to-Action

If you want to take your email game to the next level, you can also include calls-to-action (CTAs) in your signatures. These CTAs will vary based on your business goals.



Examples Include:

"Schedule Your Free Discovery Call Here" "Explore ADHD Resources on My Website."
"Teaching the Change We Wish to See in the World!"

Photo and/or Company Logo iACTcenter

To enhance your email signature, think about adding a profile photo. This addition can help the reader recognize and remember you more effectively. Make sure to choose an image that fits the standards of your industry. For instance, if you work in finance, select a traditional and professional photo. Conversely, if you're in the startup scene, a more creative headshot might be suitable.

Including your company logo in your email signature enhances branding. Sharing brand assets with email recipients significantly boosts organizational visibility, especially when conducting business via email frequently.



Best Practices for Email Signatures

1. Keep It Simple

Avoid overwhelming your clients by limiting your signature to 4–6 lines. Use easy-to-read fonts like Arial or Calibri, sized 10–12.

2. Reflect Your Brand

Use colors, logos, or taglines that match your coaching materials or website. Stick to calming colors (like blues, and greens) or empowering tones (like golds or purples) to align with your ADHD-friendly brand.

3. Make It Accessible

- ✉ Add alt text to images for visually impaired clients.
- ✉ Ensure links are clickable and direct clients to helpful resources.

4. Optimize for Mobile

- ✉ Many clients read emails on their phones, so use a responsive design that adjusts to smaller screens.
- ✉ Test your signature on different devices to ensure it looks professional everywhere.



Step-by-Step Guide to Creating an Email Signature

Option 1: Using Built-in Email Tools

Gmail

- Go to Settings > General > Signature.
- Add your name, contact info, and links.
- Use bold text or colors to highlight key elements like your website or CTA.

Outlook

- Go to File > Options > Mail > Signatures.
- Create a new signature and customize it.
- Assign it to your account.

Steps

1. Input your details, tagline, and links.
2. Customize colors and layout to match your coaching brand.
3. Copy the signature and paste it into your email client.



Option 2: Using Online Signature Generators

[WiseStamp](#), [MySignature](#), [HubSpot's Email Signature Generator](#).

Option 3: DIY with HTML

For a Fully Customized Signature:

1. Create an HTML template with your logo, colors, and CTA.
2. Use inline CSS for styling to ensure compatibility.
3. Paste the code into your email client's signature editor.

Example of an Effective Email Signature

ADHD Life Coach Email Signature



Laurie Dupar, MSN,RN,PCC,CALC

Trained Mental Health Nurse Practitioner, ICF-Professional Certified Coach (PCC), Certified ADHD Life Coach (CALC)
Owner and Director of the **International ADHD Coach Training Center**

iACTcenter  Credentials and Standards 

The Only ICF-Accredited ADHD Life Coach Training Program

"Join Our Global Community of Change Makers!"

Enroll Now for Our May 2025 Semester! Classes Start May 5th.

Common Mistakes to Avoid

1. Too Much Information: Keep it concise and focused.
 2. Unreadable Fonts or Colors.
- ✉ Use ADHD-friendly fonts and avoid harsh colors.

Recommended Fonts

Sans-Serif Fonts

These are generally easier to read because they lack decorative strokes.

- Arial
- Verdana
- Calibri
- Tahoma
- Open Sans
- Roboto

Readable Fonts with Wide Spacing

- Helvetica
- Poppins
- Lato

Dyslexia-Friendly Fonts

While designed for dyslexia, they can also benefit ADHD users due to their legibility.

- Legend: Designed specifically to reduce visual stress and improve reading fluency.
- Open Dyslexic: Features weighted bottoms to help differentiate similar letters.



The Ideal Font Color

An ADHD life coach's email signature should balance professionalism, readability, and ADHD-friendly design principles.

Here's What Works Best:

Primary Text Colors

- Use dark, neutral tones for the main text to ensure readability:
 - Dark Gray: #333333 or #4F4F4F
 - Charcoal: #2E2E2E
 - Soft Black: #111111

These colors are less harsh than pure black (#000000), which can feel overwhelming, especially on white backgrounds.

Highlight or Accent Colors

To add a touch of personality and draw attention to key details (e.g., your name, job title, or call-to-action), use calming and ADHD-friendly accent colors:

- **Blues** (Calming and trustworthy):
 - Soft Blue: #4A90E2
 - Navy: #2D7ABF
 - Sky Blue: #87CEEB
- **Greens** (Balanced and positive):
 - Sage Green: #B2AC88
 - Soft Teal: #008080
 - Mint Green: #98FF98
- **Purples** (Creative and empowering):
 - Lavender: #9370DB
 - Soft Violet: #8A2BE2
- **Yellows** (Energizing but subtle):
 - Light Gold: #F7B930
 - Pale Yellow: #FAFAD2

Call-to-Action Colors

For links or CTAs (e.g., “Schedule a Discovery Call”), use colors that subtly stand out while remaining cohesive with your brand:

- Medium Blue: [#4A90E2](#)
- Teal: [#00CED1](#)
- Soft Green: [#2E8B57](#)

These colors are ADHD-friendly and ensure links are noticeable without being overstimulating.

Background Compatibility

Ensure your text colors contrast nicely with the email background:

- For light backgrounds (e.g., white or off-white): Use dark text colors like charcoal gray ([#333333](#)) and pair them with soft blues or greens for accents.
- For dark mode users, ensure light-colored text (e.g., soft white: [#E7E6E6](#)) remains readable.

Example Email Signature Text Colors

Here’s an example of an email signature color palette:

- Name: Navy Blue ([#2D7ABF](#)) or Lavender ([#9370DB](#))
- Job Title and Main Text: Dark Gray ([#333333](#))
- Links or CTA: Teal ([#008080](#)) or Medium Blue ([#4A90E2](#))
- Tagline: Sage Green ([#B2AC88](#)) or Soft Gold ([#F7B930](#))



Why These Colors Work

- Readability: Neutral primary text colors ensure clarity, even for those with attention challenges.
- Calm and Inviting Accents: Blues, greens, and purples create a soothing experience while reinforcing trust and creativity.
- Professional Yet Personalized: These colors strike the perfect balance between professionalism and approachability, ideal for an ADHD life coach.

By combining these colors strategically, your email signature will look polished, welcoming, and ADHD-friendly!

ADHD-Friendly Hex Colors

Colors for designs tailored to those with ADHD should be calming, avoid harsh contrasts, and minimize overstimulation. Pastel or muted tones are ideal, while bright or neon shades can be overwhelming.

Calming and Soothing Colors:

- **Blues** (Associated with calm and focus):
 - Soft Blue: #ADD8E6
 - Light Steel Blue: #B0C4DE
 - Sky Blue: #87CEEB
- **Greens** (Associated with balance and harmony):
 - Mint Green: #98FF98
 - Sage: #B2AC88
 - Pale Green: #98FB98
- **Neutrals** (Good for backgrounds and reducing visual clutter):
 - Light Gray: #E7E6E6
 - Off-White: #FAF9F6
 - Beige: #F5F5DC
- **Yellows** (Energizing but not overwhelming):
 - Light Yellow: #FAFAD2
 - Pale Gold: #F7E1A0



Avoid These Colors:

- Bright reds or neon colors (#FF0000, #FF69B4) which can be overstimulating.
- High-contrast color combinations (e.g., black text on bright yellow backgrounds).

Additional Tips for ADHD-Friendly Design:

1. Contrast: Ensure sufficient contrast between text and background without being harsh. Tools like [WebAIM Contrast Checker](#) can help.
2. Spacing: Use generous line spacing and margins to reduce visual clutter.
3. Avoid Overcrowding: Keep designs minimal and organized.
4. Interactive Elements: Highlight clickable links or buttons with subtle colors and clear shapes to aid focus.

Ideal Text Size and Line Spacing

An ADHD life coach's email signature should prioritize readability, accessibility, and professionalism. Given the need to balance clear communication with an ADHD-friendly design, here are the recommendations:

Text Size

- **Body Text:** 12–14 px is ideal for the main details (e.g., name, title, contact information).
 - This size ensures clarity without being overwhelming or too small to read comfortably.
- **Headings/Key Details:** Use 14–16 px to emphasize critical details like your name or call-to-action (e.g., “Schedule a Discovery Call”).
 - The slightly larger text draws attention to essential elements.



NOTE: The text size options in Gmail's formatting toolbar generally break down to equal:

Small: ~10 px

- This is very small and not recommended for most professional emails, as it can be hard to read, especially on smaller screens.

Normal: ~14 px

- This is the default size and works well for body text. It strikes a balance between readability and professionalism.

Large: ~18 px

- This size is good for headings or emphasis within an email but may feel too large for general text.

Huge: ~24 px

- This is primarily used for major headings or callouts. It should be used sparingly, as it can appear unprofessional if overused.

Line Spacing

- Body Text Line Spacing: Use 1.4–1.6 times the text size. This ensures the signature is easy to scan without feeling cramped or cluttered.
 - Example: For 12 px text, set line spacing to 16–18 px.
- Spacing Between Sections: Add additional space (e.g., 1.8–2 times the line height) between different sections of the signature, such as your contact info and social media links. This creates visual separation and reduces cognitive load.

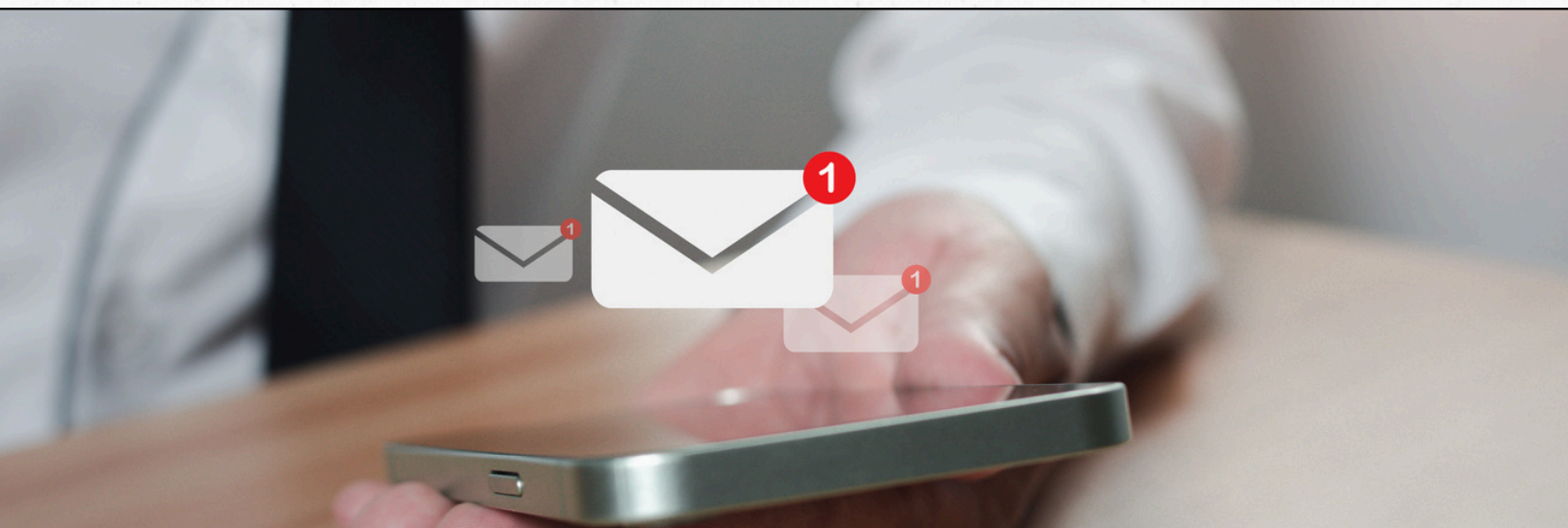
Font Weight:

- Regular weight (400) for most details.
- Semi-bold (500–600) for your name, job title, or key calls-to-action to make them stand out.

Recommendations for Professional ADHD-Friendly Emails and Signatures

- Body Text: Stick with **Normal** (14 px) for most of your email content to ensure readability.
- Headings: Use **Large** (18 px) to draw attention to sections or important details.

➡ **Avoid Small and Huge: These sizes may compromise readability or distract from your message.**



Accessibility Features

- **Clickable Links:** Ensure all links (e.g., website, LinkedIn, scheduling tool) are easily clickable and visually distinct (e.g., underlined or in a contrasting color like blue).
- **Icons:** Use small, clear icons (e.g., for phone or social media) alongside text to help clients quickly locate information.

Example Email Signature Layout

Here's how the text size and spacing might look in practice:

Jane Doe (14–16 px, Semi-Bold)

Certified ADHD Life Coach (12–14 px)

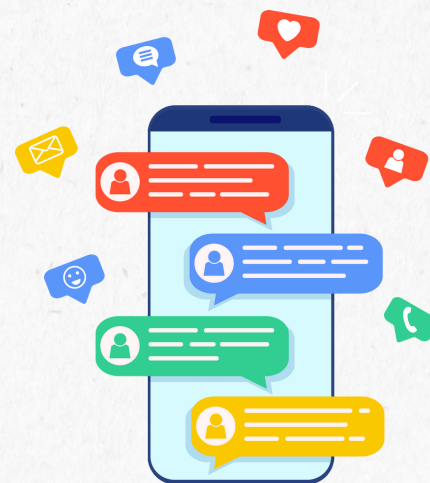
📞 (123) 456-7890 (12 px)

🌐 www.janedoeadhdcoaching.com (12 px)

🔗 LinkedIn: linkedin.com/in/janedoe (12 px)

Helping ADHD Minds Thrive (12 px, Italics)

Schedule a Free Discovery Call: www.calendly.com/janedoe (12–14 px, Bold or Colored)



Why These Recommendations Work

- **Text Size:** Balances readability on desktop and mobile devices.
- **Line Spacing:** Prevents the signature from feeling crowded and ensures it's easy to navigate.
- **Font and Style:** Clean and consistent fonts with subtle emphasis reduce distractions and enhance professionalism.

With these adjustments, your email signature will look polished and be ADHD-friendly, making it easier for clients to engage with your coaching services.

Maintaining and Updating Your Signature

- ✉ Review and update your signature every few months to ensure information is current.
- ✉ Add new certifications, tools, or resources to keep it fresh.
- ✉ Adjust your call-to-action based on your current coaching focus or offerings.

How to Create a Branded Banner With a Call-to-Action (CTA) for Your Email Signature.

1. Define Your Objective

Determine the purpose of the banner and CTA. Common goals include:

- Scheduling appointments (e.g., “Book Your Free Consultation”).
- Promoting a resource (e.g., “Download My Free ADHD Toolkit”).
- Directing traffic to your website or social media (e.g., “Visit My Website for More Tips”).

2. Choose Your Tools

You can create your branded banner using graphic design tools:

- Canva: User-friendly with templates for email banners.

3. Select the Dimensions

For email banners:

- Recommended size: 600–700 px (width) by 100–200 px (height).
 - Ensure the banner fits within the standard email width and doesn’t overwhelm the design.

4. Design the Banner

A. Branding Elements

- Include your logo, brand colors, and fonts to ensure consistency.
- Keep the design clean and minimal to avoid distractions.

B. Engaging CTA

- Add a short, clear, and action-oriented message, such as:
 - “Schedule Your Free Consultation.”
 - “Discover More ADHD Resources.”
- Use contrasting colors for the CTA text to make it stand out.
- Add a button-style element for the CTA (e.g., a rectangular background with rounded corners).

C. Visual Elements

- Incorporate ADHD-friendly design:
 - Use calming colors (e.g., soft blues, greens).
 - Avoid overly bright or clashing colors.





5. Optimize for File Size and Format

- Save the banner as a PNG or JPEG file, keeping the size under 100 KB to ensure quick loading in emails.
- Test the banner to ensure it remains sharp and readable across devices.

6. Add the Banner to Your Email Signature

1. Upload your banner image to a hosting service or directly into your email signature editor.
2. Insert the image into your signature:
 - Gmail: Go to Settings > General > Signature > Insert Image.
 - Outlook: Go to File > Options > Mail > Signatures > Insert Image.
3. Add a hyperlink to the banner:
 - Link it to a calendar (e.g., Calendly), resource page, or your website.

7. Test Across Platforms

Send test emails to check how the banner appears in:

- Desktop email clients (e.g., Outlook, Apple Mail).
- Web-based clients (e.g., Gmail, Yahoo).
- Mobile devices.



Ensure the banner and CTA remain clickable and responsive.

Example CTA Ideas

- “Book Your Free ADHD Coaching Call Today!”
- “Access Your Free ADHD Resources Here.”
- “Learn How ADHD Coaching Can Transform Your Life.”

By designing a branded banner with an engaging CTA, you can enhance your email signature and turn every email into an opportunity to connect with clients.



What to Call Yourself During Your Training and While Waiting for Your Graduation Results

Knowing what to put on your business card or other marketing materials while awaiting your graduation from the iACTcenter or before applying for your ICF credential can be a puzzle.

The following are suggestions directly from the ICF:

- ✉ A participant in training is an *'iACTcenter Coach in Training'*, or an *"ICF Coach In Training"*.
- ✉ A participant who completes their training and graduates from an iACTcenter training program would be:
 - An *"iACTcenter Associate Coach (iAC)"*
 - An *"iACTcenter Certified ADHD Life Coach (CALC)"*
 - An *"iACTcenter Advanced-Certified ADHD Life Coach (A-CALC)"*
 - An *"iACTcenter Professional-Certified ADHD Life Coach (P-CALC)"*



A participant who completes an accredited ICF Leveled program is an "ICF Certified Coach" and can use those credentials (ACC,PCC,MCC) if their certification is active.

I am going to use the title: _____

Including links to your website in your email signature is a smart strategy. When recipients click on these links, they can discover more about your business and services. This simple action can attract new, valuable visitors to your site.



Final Thoughts

Your *email signature* serves as a straightforward yet impactful tool to elevate your coaching practice. By designing a signature that embodies your brand, instills trust, and offers convenient access to your resources, you can transform each email into a valuable connection with your clients. Begin creating your ADHD-friendly email signature today, allowing it to act as an extension of your coaching mission.



Take Action: Use the tools and strategies outlined in this guide to craft your email signature, and witness the transformation it brings to your communications as an ADHD life coach!