**DONE-FOR-YOU**

**WELCOME EMAIL TEMPLATES**

This is a basic template to create a personalized email to send to your clients as soon as they sign up for your program. The welcome email serves several purposes:

1. It reminds people *why* they are signing up and what the *benefit* is for them to work with you. This is CRUCIAL for preventing “buyers remorse” and having them go back on their decision to say “yes” to working with you. Assure them they are making a good decision and get them **excited** to follow through!
2. It clearly and lovingly walks your client through the next steps of enrolling in your program so that they feel supported and know they are “in” and are clear on exactly what to do next to begin their work with you.

The yellow highlighted areas in the following text are examples of where I put the clients EXACT words and benefits/outcomes they wanted from having an initial consult/conversation. So feel free to tweak this until it suits your ideal client and gets them EXCITED and motivated to keep moving forward! You can also use the Welcome Email to

Example #1: Business Coaching

Subject: WELCOME TO YOUR VIP BUSINESS COACHING PROGRAM!

Hi [NAME]!

Thanks so much for signing up to work together over these next few months and for saying YES to committing to taking things to the next level! I'm really looking forward to working together and helping you create a business you LOVE!

During our time together, our focus will be to craft a step-by-step plan to transition you into a career that aligns with your passion and purpose while making great money...PLUS you’ll learn how to get into the best shape (mentally and physically) of your life while doing it ;)

You’ll also learn the key tools and mindset shifts that will help you overcome any lingering money issues so that you can build a successful business that supports the flexible and adventurous lifestyle you want.

We'll work on creating laser focus and a simple but effective strategy to get you to your goals so you don't feel like you are spinning your wheels or holding yourself back as you make this bold move into a new career.

It's onward and upward from here my friend!

This means you need to commit to living your life on YOUR terms and not just letting life, finances or circumstances direct where you can go. This is freedom.

I’ll be sharing with you many tools, insights, and strategies to open up new awareness, to inspire you, and to get you on track to feeling your absolute best while serving your clients in a powerful way.

What this means for you is you get high-level consistent accountability and coaching to keep stretching you to the edges of your comfort zone and really stepping into that vision I know you’ve had for some time now.

So get ready to take things to the next level! Woo hoo!

Okay… a few logistics:

STEP 1. Make your payment to secure our spot.

Please use this link to make your payment. **Please make your payment by October 1st to secure your spot.** (This will charge your card monthly for $XXX.XX for 3 months).

STEP 2. Scheduling (12 Sessions)

As a private VIP client, you get to schedule sessions at a time that is convenient for YOU. I suggest choosing the same time each week so it becomes a ritual. Positive rituals set you up for success.

To schedule your TWELVE 60-minute sessions, click here.

Please schedule one session per week for 12 weeks.

If you need to change or cancel an appointment, please do so within 48 hours.

STEP 3. Clearing the Clutter.

This is where we set the conditions for inevitable success! Please listen to this training (password: clutterout!) and finish the action steps by the time we meet. This is review for you and somewhat food and body based, but I find it’s extraordinarily helpful when starting any new endeavor!

Here we go!

Xoxo,

Krissy

Krissy Leonard, HHC, RYT

Holistic Nutrition and Business Coach

www.krissyleonard.com

And PS! If you haven't done so already, check out the Success Stories page on my website or Yelp to hear others’ experiences of working with me and get inspired by great women just like you who were terrified that they’d never have the life they desired, and ended up creating results they never thought possible (in their body, business, and life!)

Example #2: Health and Wellness Coaching

Subject: WELCOME TO YOUR 90-DAY TOTAL TRANSFORMATION PROGRAM! (open immediately)

Hi [NAME]!

Thanks so much for signing up to work together over these next few months and for saying YES to committing to taking things to the next level in your health, body and life! I'm really looking forward to working together!

During our time together, we'll focus on helping you completely transform your relationship with food, balance your hormones, you'll learn how to make healthy habits something you'll look forward to in your life, AND you'll develop the key mindset shifts that will change everything.

You'll begin to elevate not only your day-to-day habits, but also your way of thinking and being in the world. We'll work on strategies to deal with cravings and your busy life in an empowered way so you don't feel like you are going off track or slipping backward so that you can confidently move into this next phase feeling your absolute best!

This means you need to commit to living your life on your terms and to saying "YES" to the person you have the potential to be.

I’ll be sharing with you many tools, insights, and strategies to open up new awareness, to inspire you, and to get you on track to lose the first 15 pounds, treating your body with the love and care she deserves, and eating in a way that is delicious and fun but that will also bring you to your goals!

So get ready to take things to the next level!

Okay… a few logistics:

STEP 1. Make your payment to secure your spot.

Please use this link to make your payment. Please make your payment by Friday to secure your spot.(This will charge your card monthly for $XXX for 3 months). If you would like to pay in full and save $XXX you can use this link instead.

STEP 2. Scheduling (12 Sessions)

As a private VIP client, you get to schedule sessions at a time that is convenient for YOU. I suggest choosing the same time each week so it becomes a ritual. Positive rituals set you up for success.

To schedule your remaining TWELVE 60-minute sessions, click here.

Please schedule one session per week for 12 weeks. If you need to change or cancel an appointment, please do so within 48 hours.

STEP 3. Mark your calendar

Be sure to note these dates and times in your calendar as non-negotiable. This will keep your calendar clear to focus on you :).

STEP 4. Document Your Current Challenges and Create your Vision

Take a few moments to capture where you are at and where you want to go so we can look back at your progress! We'll do this by having you complete this clarity questionnaire. Please fill this out prior to our first session.

STEP 5. Prepping for Session #1

I know you are anxious to get started and start seeing results right away. In order to do that we are going to begin by setting the conditions for inevitable success. To do this, we must first let go of the old so we can make room for the new: new ideas, new dreams, and the “new you” that will emerge as we continue doing this work together.

Prior to our first session, I’d like you to take some time to listen to this bonus audio session and complete the action steps included within it. This will get your momentum going in the right direction and lay the foundation for your continued success.

Again you can access the bonus session right here.

\*The password is: clutterout! (all lowercase).

Here we go!

xoxo,

Krissy

www.krissyleonard.com

Connect on Facebook

P.S. If you haven't already, check out some of the Success Stories page on my website or Yelp to hear others’ experiences of working with me and get inspired by great women just like you who were terrified that they’d never be able to stick with the habits they desired, then finally discovered how to look and feel hotter and more confident than ever. (Woo-hoo!)

Example #3: Group Online Coaching Program

*\*\*KEEP IN MIND: this is a much more advanced program format than you need when you are just starting out, so feel free to cut this back and tailor it to meet the type of program you are running. Just be sure to motivate and inspire your client, give clear instructions on what to do next and how it’s going to work and remind them of what they get (benefit) of being part of this experience with you!\*\**

Hellloooo Beautiful!!!

Are you ready to get this party started or what?!

PLEASE READ THIS EMAIL ALL THE WAY THROUGH - it email contains all the important info you need for Light, Fit and Free.

First off, I have to say that we have THE best group of women in this program! Holy Moly! I got teary-eyed today reading through all of your stories and struggles because I see such beauty and strength and wisdom in each of you.

Here is what I have learned so far:

• We all LOVE good food. It's an important part of our lives, whether it's growing it, cooking it, sharing it, taste-testing it or getting creative with it.

• We know what it's like to feel well during certain points of our lives. The problem seems to be keeping up that momentum through the seasons, through the stress, and through the years.

• We are all SUPER thoughtful and kind...in fact sometimes the person we are hardest on most is ourselves.

• We are all ready to make a big change, a shift, and a recommitment to what makes us feel our best and to more fully become who we want to be.

I mean COME ON! RIGHT?! We are going to have such an amazing time!!

So, Light, Fit and Free officially opens tomorrow, Monday, May 16th with the release of Module 1.

How to Access Your Training Modules

New modules will be released by 8am EST Monday mornings (each week of the 8 weeks) and will contain all your lessons, trainings, handouts, action steps, and some fun bonuses too! These can all be found in your Members Area here:

>>> Members Area <<<

(Your log in details were sent to you in a separate email entitled "Congrats - You are registered!")

How to Access the Group Calls

Our group coaching calls will take place on Thursdays evenings from 8pm-9pm EST beginning this Thursday, May 19th. Please take a moment RIGHT NOW to mark your calendar with the dates and times below. Plan on attending each group coaching call and being fully present when you do, this is how the magic happens! If you cannot make a call, there will be a recording provided and posted in the Members Area.

Group Call in Information:

Dial in number: (xxx) xxx-xxxx

Pin code: xxxxxxx#

Module Release and Group Call Dates and Times

MODULE 1: MINDSET AND MOMENTUM

Release Date: 5/16

Call Date: 5/19 8:00pm EST

MODULE 2: CLEANSE AND RENEW

Release Date: 5/23

Call Date: 5/26 8:00pm EST

MODULE 3: ELEVATE YOUR EATING

Release Date: 5/30

Call Date: \*No group call this week\*

MODULE 4: ENERGIZE and ALIGN

Release Date: 6/6

Call Date: 6/9 8:00pm EST

MODULE 5: LOVE and RELATIONSHIPS

Release Date: 6/13

Call Date: 6/16 8:00pm EST

MODULE 6: CAREER AND PURPOSE

Release Date: 6/20

Call Date: 6/23 8:00pm EST

MODULE 7: SPIRITUALITY

Release Date: 6/27

Call Date: 6/30 8:00pm EST

MODULE 8: ELEVATE YOUR LIFE

Release Date: 7/4

Call Date: 7/7 8:00pm EST

How to Access the Private Facebook Group

Our Light, Fit and Free private Facebook Group is a safe and sacred virtual gathering space to connect and receive support and ask questions between our one-on-one sessions and group calls. We ask that you keep the energy in the group high by keeping your comments positive and supportive and by keeping all Members information and insights shared completely confidential.

>>> PRIVATE FACEBOOK GROUP <<<

Booking Your One-on-One Coaching Sessions with Krissy

In Light, Fit and Free you get FOUR 45-minute one-on-one coaching sessions with me. You get to book these at a time that work for YOU! If you haven't already, please book your sessions (spread however you like throughout the 8 weeks) using my online scheduler below. If you need to cancel or reschedule a session you can use the same link. Please provide 48 notice.

>>> LINK TO BOOK ONE-ON-ONE SESSIONS <<<

Call in number: 1-802-448-5770

Skype ID (if you prefer a video call): krissyleonard

Booking Your One-on-One Personal Training Session with Catherine

You will be receiving an email shortly with more details to book your session with Catherine Bergeron-Radoux our Light, Fit and Free expert personal trainer, but if you need to get in touch with Catherine her email is: cbrbodyandmind@gmail.com. Please fill out the questionnaire below prior to your session.

>>> Personal Training Intake Questionnaire <<<

Need Help or Support?

I'm always here to help you get what you need and make the most out of your program and our time together, so don't be a stranger! This is NOT a impersonal cookie-cutter weight loss program for the masses. I have designed this program for THIS specific group of women with lots of love and attention paid to your individual needs and goals.

We have 14, passionate, thoughtful, creative, and ambitious ladies in this group from Vermont to Seattle...to Australia (Hi Cat!)! My goal is to be here for you every step of the way and be completely accessible and helpful as you make positive changes in your eating and lifestyle. Email me anytime at info@krissyleonard.com and be sure to add me to your contacts list so nothing gets lost in the shuffle.

(Note: the phone number for our one-on-one sessions is a business line that I do not access between calls, email is the best way to get in touch).

I look forward to talking with you soon!

Xoxo,

Krissy