

Indirect Approach Examples:

Hi (Insert Name)! How are you? I hope you're doing well!

I'm reaching out to you because I just enrolled in a Wellness Coaching Workshop and I have HOMEWORK. I could really use your help!

I need 3 people to practice doing a Wellness Profile on. Can I practice with you? We can chat by phone briefly (about 15 min) or we can meet in person. It would really mean A LOT to me. When would be a GOOD time for you to chat?

Let me know what you think! I hope to hear from you soon!

Thanks so much!

Direct Approach Examples:

Hey (Insert Name)!

I hope all has been well! I have recently decided to get in the Best Shape of My Life and I am looking for any friends and family that want to join me on my journey!!

Let me know if you would be interested or if you know anyone that would be interested!!

Thanks! ☺

OR

Direct Approach Examples Cont:

Hey (Insert Name),

How have you been? I just wanted to reach out because I started a new side business as a health coach. I'm looking to help anyone you may know that is interested in:

Losing Weight

Gaining Lean Muscle

Increasing Energy

Increasing OVERALL HEALTH

Free Nutrition Education

Free Personal Health Coaching

(By yours truly)

If you know anyone serious about wanting to get healthy, please pass along my info my Cell is XXX and email is XXX. I am currently offering FREE Wellness Evaluations (either in person or over the phone) to anyone interested in learning more!

Thank you so much!

OR

Hey (Insert Name)!!

I hope all has been well. I know you have mentioned that you were trying to lose some weight. Well I have recently become a wellness coach and would love to help you reach your goals!

(Insert Story if you have one. Example: After getting on a personalized nutrition program designed by my health coach, I have been able to lose 20 lbs and am feeling amazing!!)

I am currently offering FREE Wellness Evaluations to my friends and family if you would be interested in learning more!

Let me know if you would like to set up a time to talk! 😊