

Hi [Insert prospect name],

You mentioned being curious about how I became a coach—this in and of itself is interesting because *puts on coaching hat* it sounds like a part of you may see yourself becoming a coach, too. :)

I'd be happy to help you explore that option because [INSERT 1-2 sentences about why they're awesome and why you feel they're a good fit for iPEC].

So, going back to your original question, let me paint a picture of what my life looked like pre-iPEC. [INSERT 1-2 sentences about your life before your iPEC training, or customize the following]

Life felt kind of flat. Something was off... missing... but I couldn't quite put my finger on what it was.

I wanted to figure out how to have a more vibrant life instead of the beige and bland one I was living.

And so began my quest to answer the question, "Can I actually have the life I've always dreamt of?" [INSERT 2-3 sentences about how you found iPEC, or customize the following]

Countless hours of research and cups of coffee later (possibly some sleepless nights thrown into the mix), I stumbled on iPEC.

I don't know what it was but something about it felt right. I saw how coaching could enhance my work experience, increase my salary (yes, please!), and improve all aspects of my life.

[INSERT 2-3 sentences about how iPEC changed your life, or customize the following]

After the training (even during!), it's like you learn to see life through a kaleidoscope where everything is vibrant and sparks curiosity.

It's instilled this deep desire in me to learn more and more about myself so I feel more "me" than I ever have in my entire life—and let me tell you, that's a wonderful feeling to feel.

My friends and family tell me I look happier, I feel the healthiest and most energized I think I've felt in... well... my entire life, and, for the first time in years, I'm actually excited about my work and the difference I get to make.

The icing on the cake? I've even got a few paying clients just from people asking me what I've been up to lately.

After experiencing iPEC, I can't imagine what my life would be like without it.

Thank you, **[Insert name]** for giving me the space to speak to my journey and I sincerely hope you found the information valuable.

I'm also more than happy to hop on the phone with you (and perhaps demo some coaching?) to answer any questions you may have. [You can check out the details of the full coach training program here.](#)

Trust me, I know it's a BIG decision and that's why I'm here to offer all the guidance and support I possibly can—because it's also a life-changing decision and I'm so excited I get to share it with you.

Let me know what you think!

Here's to the life of your dreams,

[Signoff]