

called COACH ACADEMY

Social Media

CALENDAR FOR LIFE COACHES

HOW TO ACCESS THIS TEMPLATE

The screenshot shows a Google Docs document titled 'Client Onboarding System'. The left sidebar contains a menu with options: File, New, Open, Make a copy, Share, Email, Download, Rename, Move, Add shortcut to Drive, Move to trash, Version history, Make available offline, Details, and Print. A green arrow points from the 'File' menu to the 'Make a copy' option. Another green arrow points from the 'Make a copy' option to a text box that says: 'STEP 2: Click Make A Copy. Once You Click This A New Window With Your Copy Will Populate. That will be the version you edit.' A red 'X' is placed over the 'Request edit access' button in the top right corner. A red box with white text says: 'DO NOT REQUEST EDIT ACCESS. IT WILL NOT BE GRANTED TO YOU. YOU MUST MAKE A COPY IN ORDER TO EDIT & USE THIS DOCUMENT'. The main content area of the document shows a title 'Client Onboarding SYSTEM' with a handwritten-style 'Client Onboarding' and a table of contents:

The Value of Client Onboarding	1
How to Use These Templates	1
What's included	1
Customization Tips	2
Onboarding Templates	3
Email 1: Welcome to Life Coaching With Coach X	3
Email 2: Next Steps Before Our First Coaching Call	4
Email 3: My Coaching Philosophy	5
Email 4: Preparing For Our First Session	6
Email 5: First Session Complete + Recap	7

Below the table of contents, the document content begins with the heading 'The Value of Client Onboarding' followed by a paragraph: 'Effective client onboarding is a critical step in establishing a strong and productive coaching relationship. A well-designed onboarding process sets the tone for your coaching sessions, builds trust, and ensures that your clients are fully prepared to engage and benefit from your expertise. By providing a structured and welcoming start, you enhance client satisfaction, retention, and overall success.'

Next is the heading 'How to Use These Templates' followed by a paragraph: 'Our comprehensive email sequence templates are designed to streamline your onboarding process, saving you time and ensuring a professional and consistent approach with every new client. Here's how to make the most of these templates:'

1. **Personalize Your Emails:** Each template includes fill-in-the-blank sections where you

30-Day Social Media Calendar for Life Coaches

Subtitle: A Beginner-Friendly Plan to Show Up with Clarity, Confidence & Connection

WHY SOCIAL MEDIA MATTERS FOR COACHES

Social media isn't just about likes and follows—it's a tool for building relationships, earning trust, and helping the women who need your coaching find you. Think of it as introducing yourself to the world one post at a time.

Here's what social media can do for your coaching business:

- Build visibility and awareness of who you are and what you do.
 - Position you as a trustworthy, relatable guide.
 - Help you create connection before someone ever books a call.
 - Gently invite the right people to work with you.
-

THE IMPORTANCE OF CLEAR MESSAGING AND CTAs

Before you start posting, ask yourself:

- Who am I talking to? (Think: your ideal client.)
- What do I want her to know, feel, or do?

CTAs (Calls to Action) are simple directions you give your audience:

- "DM me for details"
- "Click the link in bio to apply"
- "Save this if it helped you"
- "Tag a friend who needs this"

Every post doesn't need a CTA to buy—but it should help move people closer to clarity or connection.

WHAT EACH PLATFORM IS BEST FOR

Platform	Best Use	Tips
Instagram	Relationship-building, storytelling, quick value	Use Reels for visibility, carousels for tips, and stories for behind-the-scenes & connection
Facebook	Longer-form content, groups, personal connection	Great for warm leads and more reflective posts
TikTok	Fast growth, short-form tips, personal insights	Keep it real, unpolished, and helpful
LinkedIn	Professional presence, coaching credibility	Ideal if your niche includes career or executive coaching
Email (bonus)	Personal connection and deeper teaching	Use social to invite people to your list, where you deepen the relationship

Pick 1–2 platforms and commit to consistency. You don't have to be everywhere—just effective somewhere.

30 Days of Simple, Strategic Content

Each day includes:

- A clear post idea
- A note on why it helps you attract clients
- Beginner tips on how to execute it

WEEK 1: INTRODUCE + CONNECT

Day	Post Prompt	Why It Works	Beginner Tips
1	Introduce yourself and why you became a coach	Builds trust and connection	Write like you're talking to a new friend
2	Share 5 facts about yourself (fun + meaningful)	Builds relatability	Use a photo of you smiling—doesn't have to be professional
3	Describe your ideal client (in a "You might be my person if..." format)	Helps people self-identify	Example: "You might be my person if you're tired of second-guessing yourself"
4	Share what coaching is (and what it isn't)	Clears confusion	Break it down simply, like: "It's not therapy. It's support for your future, not your past."
5	Post a carousel: "3 Things I Wish I Knew Before I Started Healing..."	Gives value while building authority	Use Canva for simple templates
6	Share a vulnerable story that shaped your purpose	Deepens emotional connection	It's okay if you're nervous—honesty is magnetic
7	Go live: Q&A or "What I help women do"	Increases visibility and personal connection	Invite a friend to join if you're nervous!

WEEK 2: BUILD TRUST THROUGH VALUE

Day	Post Prompt	Why It Works	Beginner Tips
8	Share 3 myths about healing/growth you help women unlearn	Positions you as a guide	Use bullet points or carousel slides
9	Teach 1 tip your client can apply today	Shows your expertise	Keep it simple: 1 tip, 1 example, 1 CTA
10	Share a journal prompt or coaching question	Gives your audience a tool	Use a branded graphic or your own handwriting
11	Show your morning routine or how you stay grounded	Humanizes your brand	Stories or Reels work well—no need to over-explain
12	Post a “Before and After” (mindset, not weight)	Demonstrates transformation	Example: “Before coaching, I thought rest was lazy. Now I protect it like gold.”
13	Share a quote and what it means to your clients	Encourages engagement	Pair it with a reflection caption
14	Host a poll: “Which do you struggle with more—overthinking or people-pleasing?”	Encourages interaction and market research	Use IG story poll or comments section

WEEK 3: DEMONSTRATE THE POWER OF COACHING

Day	Post Prompt	Why It Works	Beginner Tips
15	Share a client win or a kind message (anonymous ok)	Social proof builds credibility	Add context: "She's only 2 weeks in!"
16	Talk about the breakthrough moment in your own journey	Makes coaching real	Let your "before" self speak to your audience
17	Answer a FAQ: "How do I know I'm ready for coaching?"	Reduces fear and resistance	Use a simple Reel or text post
18	Behind-the-scenes: how you prep for a session	Builds intrigue and trust	Even a flat lay of your notebook works!
19	Share a visual: "What coaching feels like vs. what people think it is"	Challenges assumptions	Use Canva or whiteboard sketch
20	DM 3 people who've engaged recently to thank them	Builds relationships	No pitch—just be human
21	Offer a free mini call or audit to 1-3 followers	Creates entry point to work with you	Use story or post with a clear CTA: "DM me the word READY"

WEEK 4: INVITE WITH CONFIDENCE

Day	Post Prompt	Why It Works	Beginner Tips
22	"I have 2 coaching spots open—are you one of them?"	Simple, direct CTA	Include who it's for and how to apply
23	Share a client transformation story (start → now)	Paints a picture of possibility	Use storytelling language, even if it's your own story
24	Go live: "Ask Me Anything About Coaching"	Answers objections in real time	Write a few Qs down beforehand in case no one joins
25	Share a testimonial + your coaching framework	Shows what's possible + your unique approach	Even a screenshot of a DM can work
26	Carousel: "3 reasons women wait too long to get help"	Calls out hesitation with love	End with "It doesn't have to be this way"
27	Show your coaching schedule or call layout	Makes it real and tangible	Even if you're new, say: "This is how I support clients!"
28	Post a reminder: "I'm still taking new clients—DM me!"	Keeps you top of mind	Repeat with confidence
29	Recap this month: what you've learned or loved	Builds transparency	It makes you relatable and shows growth
30	Share your vision for your coaching business—and invite others into it	Casts vision & invites alignment	End with a CTA: "If you're ready to grow with me, let's talk."