



## **CoachVille Partner Program: Send An Email**

### **Types of Emails Included in this Document:**

1. Interested in Free Materials and Learning More
2. General Interest In CoachVille
3. Interested in Becoming a Certified Life Coach
4. Interested in Managing as a Coach, not a Manager
5. General Emails To Send To Your List/Tribe
  - a. For Start of September Session
  - b. For Start of November Session
  - c. For Start of January Session
  - d. For Start of March Session
  - e. For Start of Summer Session

### **Hello Amazing CoachVille Students and Alumni,**

In this document you will find 10 different emails and 20 possible subject lines that you can use to spread the word about CoachVille and help build a world where everyone feels the energy and support of a CV coach.

Of course, these emails are general outlines. Please feel free to change the content and subject lines to best suit your needs and tribe.

If you'd like further support than what you find here, please email coach Molly at: [coachmolly@coachville.com](mailto:coachmolly@coachville.com)

I look forward to connecting with you soon.

With roots and wings,

Coach Molly

## **Interested in Free Materials and Learning More:**

**Subject line:** Thought of you...

Hi [REFERRAL NAME]

I'm so excited for you and your interest in possibly becoming a Life Coach. You will be amazing at it. Your experience with \_\_\_\_\_ is the support that \_\_\_\_\_ could really use.

Personally too, I can't speak highly enough about it. Becoming a Life Coach completely changed my life. (as you know!)

I wanted to follow up from our conversation because I know you mentioned that it might not be doable to sign up right now. I hear you and wanted to let you know that CoachVille has a Free membership level.

Their Free membership level is full of a ton of great resources, and they are often creating programs that even their free members can participate.

I just thought it would be a wonderful way for you to check out some Life Coaching materials while you save up to get certified.

If you're interested, you can watch this quick video on how to enroll in their free membership. I definitely recommend getting on their mailing list. That is where they often share about free calls and programs they are offering.

I've also cc'd Coach Molly from the core team on CoachVille. She is super sweet and will be in touch, just to make sure you're finding all the free resources with ease.

Let me know how it goes!

Talk soon.

Warmly,  
[YOUR NAME]

## **General Interest In CoachVille**

**Subject Line:** thought of you...

Hi [REFERRAL NAME],

Thanks for your interest in learning more about CoachVille. I'm so excited to share more about it with you. CoachVille is truly a life-changing school.

I have also cc'd Coach Molly on this email; she'll be able to answer your questions and connect you with an expert on the school. She's great and should be in touch very soon.

In the meantime, I'd love to answer any questions I can and share a little bit of my experience at CoachVille with you.

I'm so excited for you to get started on this journey.

Let me know of a time that works for you.

Warmly,  
[YOUR NAME]

## **Interested in Becoming a Certified Life Coach**

**Subject Line:** your new adventure!

Hi [REFERRAL NAME]

I was so excited to hear that you are interested in becoming a certified life coach. That's huge and how lucky for your future clients!

CoachVille's curriculum is amazing. Not only does it help you become a certified life coach, CoachVille also teaches you how to become a successful coach.

I've cc'd Coach Molly on this email; she'll be able to answer your questions and connect you with an expert on the school. She's great and should be in touch very soon.

In the meantime, I'd love to answer any questions I can and share a little bit of my experience at CoachVille with you.

I'm so excited for you to get started on this journey.

Let me know of a time that works for you.

Warmly,  
[YOUR NAME]

## **Interested in Managing as a Coach, not a Manager**

**Subject line:** Felt called to share...

**OR**

**Subject line:** Hey! Let me know what you think...

Hi [REFERRAL NAME]

It was so great to talk to you about your role at [COMPANY/BUSINES NAME].

Managing a team of people must be a daily challenge, and I really honor you for that. I wanted to shoot you an email because since our conversation, I've been feeling like a few of the courses at my school, CoachVille, may be a good fit.

It may or may not feel aligned to you, but one of CoachVille's missions is to assist managers in leading more effectively through coaching skills. The idea is that no one really likes to be managed, but everyone wants a coach. The flip has been really successful in small businesses.

I've cc'd Coach Molly from the core team of CoachVille and she'll be able to answer any questions you have as well as connect you with an expert on the school. She's great.

In the meantime, let me know if this resonates with you and we can chat more about their classes.

Look forward to hearing from you soon.

All the best,  
[YOUR NAME]

## General Emails To Send To Your List/Tribe

### Subject Line Options For September Class Start-

- Fall school starting is in the air...
- Are You Too OLD For School?
- Ready For a New Beginning?

### Email Content:

Hi [NAME]

Don't you just LOVE the cool, crisp air that sweeps in come September? It always makes me think of Meg Ryan, Tom Hanks and a bouquet full of sharpened pencils.

Sadly as adults, we don't have a need for new pencils, notebooks or trapper-keepers.

However, this fall that could all change for you!  
I'm wanted to send out a quick email to share with you all the classes I took at CoachVille.

CoachVille is a school that certifies life coaches and helps managers use a coach approach to their management style...because no one wants a manager, but everyone wants a coach!

CoachVille, the classes and the fellow students changed my life. [PERSONAL EXAMPLE].

If you would like a fresh new start to Fall and to your life, I want to extend this private invitation from you to me.

September sessions start soon.

For more information, click here: \_\_\_\_

Or, if you'd like to set up a call with me to talk more about CoachVille, it's courses and my experience, email me at: \_\_\_\_

Warmly,  
[YOUR NAME]

**Subject Line Options For November Class Start -**

- Would you like to move through the holidays STRESS FREE?
- Don't become the Victim of overwhelm this holiday season!
- Isn't it time you did something for YOU?

**Email Content:**

Hi [NAME]

Can you believe it's time to start buying the fixings for Thanksgiving dinner and the presents for the holiday season?

In the past, just thinking about it would make my heart start to race! I'd immediately distract myself, putting it all off until the last possible moment. Come on you all, spill! Or, am I alone in this?

However, \_\_\_ years/months ago I started taking a number of AMAZING courses at CoachVille. One, called World Power, taught me how to stop pushing myself through everything with will power and use WORLD power to create the ideal holiday season.

With CoachVille's winter session starting soon and the holiday's just around the corner, I wanted to make sure you all had the opportunity to create the ideal holiday season for yourself.

No more wanting to lock yourself in the bathroom!

For more information, click here: \_\_\_\_

Or, if you'd like to set up a call with me to talk more about CoachVille, it's courses and my experience, email me at: \_\_\_\_

Warmly,  
[YOUR NAME]

**Subject Line Options For January Class Start -**

- #1 Secret to New Years Resolutions that works!
- Imagine having the year of your dreams....
- It's Time! Don't let another year go by...

**Email Content:**

Hi [NAME]

Yes, when it comes to New Year's Resolutions, the statistics are NOT in our favor.

But that is why I wanted to share with you the school that changed my life and has allowed me to play BIG with my New Year's Resolutions.

No more becoming "just another statistic"

In fact, if I had to recommend just ONE course for you to jump into right now! I would have to suggest CoachVille's World Power course. It taught me how to stop pushing myself through everything with will power and use WORLD power to create the ideal year/life/profession.

What is CoachVille and this World Power class?

For more information, click here: \_\_\_\_

Or, if you'd like to set up a call with me to talk more about CoachVille, it's courses and my experience, email me at: \_\_\_\_

I urge you to act now, the new session starts soon!

Warmly,  
[YOUR NAME]



**Subject Line Options For March Class Start -**

- Time for a change with the Ides of March
- Ready for a change in luck?
- Join an international community just before summer...

**Email Content -**

Hi [NAME]

Nothing like the Ides of March to have us all itching for a change. Are you feeling it? I'm feeling it.

That's why, for those ready for a change, I want to recommend that you step into spring by enrolling in a CoachVille course.

You all know that I don't recommend many courses or programs. But I truly believe in the power of CoachVille's curriculum.

Even though it's been \_\_ (months/years) I continue to thank the Universe for connecting me to CoachVille. It helped me to \_\_\_\_\_ (share a life changing story here...can be big or small).

One of my favorite aspects of CoachVille is that the students join from all over the world. The international perspective is amazing and come Summer, it is so much fun to meet up with classmates and alumni.

I'd love to hear from you. Are you itching for a change? What would stepping into a Coach Approach to life and business mean to you?

March sessions start soon.

For more information, click here: \_\_\_\_\_

Or, if you'd like to set up a call with me to talk more about CoachVille, it's courses and my experience, email me at: \_\_\_\_\_

Warmly,  
[YOUR NAME]

**For Summer Session Start -**

- To all my amazing teacher and school administrator friends...
- Make this summer the ONE to remember...
- Don't just rejuvenate for a week, rejuvenate for LIFE!

**For Summer Session Start -**

Hi [NAME]

Summer time is about playing and having fun and doing things just for YOU! Honestly, if you're a bit of a nerd like me, I can't think of a better way to do all three, than by jumping into my favorite school for adults, CoachVille.

CoachVille offers an incredible summer session that gives us nerdy adults the opportunity to play, have fun and go deep with incredible inner exploration. CoachVille is not a normal school. While going deep, you get to play games, earn points and have fun with your classmates.

It's all online and over the phone so it's super easy to participate, even if you're on vacation.

If you're a teacher or school administrator, this is an ideal time to learn about how you can bring the coach approach to the classroom. Not to mention the awesome role model you are...showing your students that life long learning is key.

Summer session starts soon.

For more information, click here: \_\_\_\_

Or, if you'd like to set up a call with me to talk more about CoachVille, it's courses and my experience, email me at: \_\_\_\_

Warmly,  
[YOUR NAME]