Coaching application reply scripts

Four short replies you can copy, edit and send. Fill in anything in [square brackets].

Change the wording until it sounds like you. Use the person's own words from their application where you can. Promise only what you can do.

1. Accept: let's book a first session

Subject: Thanks for applying, [Name]

Hi [Name],

Thank you for applying. I read your answers with care, and I'd like to work with you.

You told me you want [their goal, in their words]. That is something we can work on together.

Here is what happens next:

- Pick a time for your first session here: [booking link]. It runs for [length of the session].
- Before we meet, think about what you want from that first session. A few sentences is plenty.
- If none of the times work, reply and tell me what does.

If you have questions before then, just reply to this email.

Talk soon,

[Your name]

2. Waitlist: no place yet

Subject: You're on my waitlist

Hi [Name],

Thank you for applying. I read your answers, and I'd like to keep working toward a place for you.

My client list is full right now, so I can't offer a first session today. I'll keep your application and email you when a place opens. I can't say when that will be.

If your plans change, or you'd rather I took you off the list, reply and let me know.

Thanks for your patience,

[Your name]

3. Not a fit

Subject: Thanks for applying

Hi [Name],

Thank you for applying, and for being so open about [something specific they shared].

I thought about it carefully. I don't think I'm the right coach for what you're looking for right now. [One kind, honest line about why, for example: my work focuses on X, and you're looking for Y.]

Here is where I'd look next: [a coach, a directory, a book or another resource].

I wish you well with it. If things change, you're welcome to apply again.

[Your name]

4. First session: next steps and the program fee

Subject: Your first session on [date]: what to do before we meet

Hi [Name],

You're booked for your first session on [date, time and time zone]. Here is what to do before then:

- Pay the program fee: [your fee, in your currency] at [payment link]. The fee covers [what it covers, in your words].
- Fill in the intake form: [intake form link]. It takes about ten minutes.
- Join the session here: [video link or address].
- Need to move the session? Tell me at least [your notice time] ahead. [Your own change policy, in plain words.]

If anything is unclear, reply to this email and I'll help.

See you soon,

[Your name]

Tip: copy each person's name, goal and email from your Application review sheet so you can reply in a few minutes.