

Newsletter Structure for Coaches



Below you can find how to structure your newsletter as a coach.

Logo

- Made on Canva or other logo tool

Headline

- Get inspired by our article on "5 Tricks To Improve Your Newsletter Headlines"
- Coaching specific headlines – get inspired by Inspo Topics for Newsletter Content for Coaches

Body

- Build deep relationship by:
 - Telling your story
 - Being vulnerable
 - Sharing personal situations related to your coaching field and how you dealt with them
 - Sharing learnings from your life failures or challenging situations
 - Sharing testimonials from your customers
- Sales part
 - Offer your service, product, freebies
 - Invite for special workshops
 - Add extra value to your offer



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Call to action

- f.ex.: Check out now, Book now, Write out your learnings now, Make a list of your thoughts etc.

Social media

- Link your social media accounts and encourage people to follow you

Footer area

- Legal information
 - Check out requirements for your country and GDPR
 - Example for Germany:
 - Title of the company
 - Official Legal Representative
 - Full Address
 - Commercial register, Tax number
- Unsubscribe

