The Right-Fit Enrollment Kit

A practical marketing field guide for coaches

Help the right people choose your coaching.

Clarify your coaching program, create a useful sample experience, guide fit conversations, and make enrollment expectations easy to understand.



A clear offer. A useful conversation. A measurable process.

Includes a six-step guide, twelve original scripts, a 30-day plan and working pages for your own campaign.

Free edition / Version 1.0 / marketingcoach.cc

Your first useful result

Set aside 15 minutes. Start with one real decision in your business.

Do this first

Write the program in concrete terms: who it helps, the skill or practice being developed, session format, participant effort, full price and what is outside scope.

Who this is for

Independent business, career and skills coaches with a defined coaching practice and room for a small number of suitable clients.

The problem to solve

The promise sounds inspiring, but a prospect cannot picture the sessions, required effort, boundaries or what enrollment commits them to.

What you will build

Build a specific program page, demonstrate the coaching process, and create a respectful fit-to-enrollment conversation.

How to use the kit

Read the guide to understand the sequence. Use the workbench to draft your plan and messages. Review the same inquiry cohort in the scorecard. Keep private customer information in your existing systems. Export the workbench JSON to retain an editable backup.

Open the editable tools: marketingcoach.cc/downloads/industries/coach/workbench.html

The workflow at a glance

Each step produces an artifact you can use. Keep the process visible to your team.

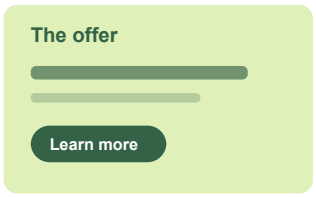
MarketingCoach / Coaches

A clearer path to a decision.

Interested prospect to informed program enrollment

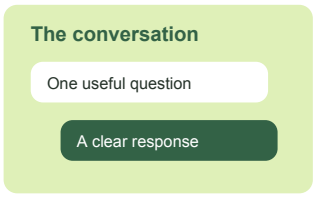
1 Make the program concrete

Name the audience, practice, session format, effort, total price and support boundaries.



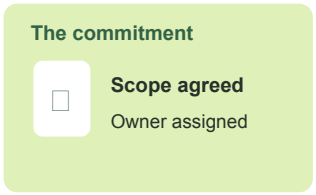
2 Show a useful sample

Teach one small exercise that reflects how you coach and lets a person assess the experience.



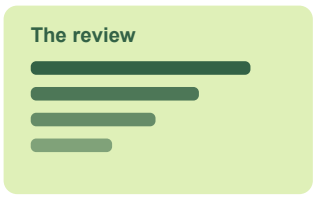
3 Explore fit without pressure

Discuss goals, readiness, scope and practical constraints. Invite only when the program fits.



4 Set up a strong beginning

Confirm terms, schedule, preparation and the first practice task after enrollment.



Keep one useful artifact from every step.

Build a page that helps people decide

Use this anatomy before adding more traffic.

MarketingCoach / Page anatomy

One page. One clear decision.

Your business

Build a better one-to-one conversation habit.

Four weeks of skills coaching for new managers. Practice preparation, listening and follow-through with a clear session plan and feedback.



Explore program fit

Make the practical details visible

Scope. Price. Timing. What happens next.

Show evidence people can assess.

Real credentials, a useful sample and clear process.

Explain the first step.

Who responds? How is the request confirmed?

1 **The promise**
Name the person and the decision.

2 **The action**
Say exactly what the click does.

3 **The details**
Answer scope, price and timing.

4 **The evidence**
Use facts you can substantiate.

5 **The handoff**
Explain what happens afterwards.

Fictional teaching example. Replace every example with your actual offer.

1. Replace a broad transformation with a clear practice

Read, apply, and keep the result.

Start with what a participant will do during the program. 'Become your best self' is difficult to evaluate. Preparing for a management conversation, practicing a presentation or building a weekly planning routine is easier to understand and demonstrate.

Choose a specific audience and the situation that makes the practice useful. Describe readiness in practical terms: time to attend, willingness to practice and a goal within your scope. Explain who needs a different kind of support instead.

Define session count, duration, delivery format, between-session work, communication boundaries and full price. If payment plans are offered, show the total and schedule. Make cancellation, refund and renewal terms available before someone commits.

Put it to work

Write a program card with audience, focus, sessions, practice, support, full price and exclusions.

You are done when

A prospective client can picture an ordinary week in the program.

Your notes

2. Build a program page that answers real questions

Read, apply, and keep the result.

Lead with the practice and the people it is designed for. Show the program structure with a simple week-by-week outline. A real photograph can establish a human tone, while a sample worksheet makes the work tangible. Do not present a stock model as a client or use invented testimonials.

Explain your experience and qualifications accurately, including the boundaries of your work. Show what is included, what the participant contributes and how to ask about fit. If your program requires an application, explain why and what happens after submission.

Place the price, schedule and support boundaries near the enrollment decision. A person should not need a sales call to discover fundamental restrictions. Describe outcomes as goals or skills to practice, and distinguish them from guaranteed external results.

Put it to work

Ask a trusted reader to identify the program format, total cost, time commitment and fit criteria from the page.

You are done when

The reader understands both the opportunity and the responsibility involved.

Your notes

3. Offer a sample that reflects the paid experience

Read, apply, and keep the result.

Choose one exercise from your actual coaching method. For the fictional new-manager program, a useful sample is a five-minute conversation preparation sheet: purpose, one open question, what to listen for and the follow-up action. Teach the exercise and allow time to try it.

A sample workshop should have value even for someone who never enrolls. Give participants a useful result, explain how it relates to the larger program and offer a clear optional way to explore fit. Do not withhold the promised lesson to force a sales conversation.

Use genuine dates and capacity. If the sample is recorded, describe it as recorded. If attendees can ask questions, state how that works. Obtain appropriate permissions before recording participants or using their comments in promotion.

Put it to work

Create a 20-minute sample session: five minutes to explain, ten to practice and five to reflect and offer an optional next step.

You are done when

A participant leaves with one completed exercise and an accurate impression of your style.

Your notes

4. Make the fit conversation a two-way decision

Read, apply, and keep the result.

Start by asking what the person hopes to practice or change and what they have already tried. Explore whether the focus belongs within your coaching scope. Listen for practical constraints such as schedule, access needs and capacity for between-session work.

Explain the program in the same terms as the page. Invite questions about cost, effort and support. If the person needs a different service, say so. Avoid treating hesitation as an objection to overcome at any cost.

End with a clear summary: an invitation, a reason not to proceed or more information to consider. Give the person the written program terms and a reasonable opportunity to review them. Do not create false scarcity or claim that a decision must happen on the call.

Put it to work

Use the fit-call agenda and recap scripts, then record an anonymous fit reason rather than personal coaching notes in the marketing tracker.

You are done when

Both parties understand why the program is or is not suitable.

Your notes

5. Make enrollment and the first session dependable

Read, apply, and keep the result.

An expression of interest is not enrollment. Define confirmation using your actual agreement and payment process. Send the schedule, meeting links, support boundaries, preparation task and cancellation terms through the approved client workflow.

Keep the first task small enough to complete. For a skills program, ask the client to bring one real situation within scope. Avoid extensive forms that collect sensitive personal history unnecessarily. Keep private coaching records separate from marketing analytics and the toolkit.

Check that the client can access the material and knows how to contact you. A strong beginning reinforces the expectations established before purchase. If a person withdraws or cannot attend, apply the terms they agreed to and communicate clearly.

Put it to work

Test the complete enrollment path with sample details, including receipt, calendar invitation, materials and first-session instructions.

You are done when

A confirmed client knows where to be, what to bring and how support works.

Your notes

6. Measure fit and participation as well as enrollment

Read, apply, and keep the result.

Follow one inquiry cohort through held fit calls, invitations and confirmed enrollments. Define a qualified inquiry using the program's practical fit criteria. An invitation is not payment, and payment is not attendance or completion.

Review the reasons people decline or are not invited. If the program is regularly mistaken for therapy or a done-for-you service, sharpen the scope. If the schedule is the barrier, consider whether a different format is viable before changing the promise.

After enrollment, review participation and feedback using your appropriate client process. Ask what parts of the experience were useful and where expectations did not match. Do not turn a single positive comment into a claim that everyone will achieve the same result.

Put it to work

Review inquiries, fit decisions, confirmed enrollments and first-session attendance separately each week.

You are done when

The next improvement addresses either program clarity, access, fit or delivery quality.

Your notes

A worked example

Steady Practice Coaching (fictional) / Fictional teaching example

Audience

New managers who want a repeatable way to prepare and run one-to-one conversations

Offer

A four-week skills-coaching program with four private sessions, a conversation planner and weekly practice, priced at $600 in this fictional example.

Capacity

Four new coaching clients over the next month

Budget

$0 new media spend; four hours to prepare one sample exercise, the program page and fit-call routine

One cohort, four observations

Qualified inquiries: 24 | Starting cohort

Fit calls held: 12 | 50.0% of previous stage

Program invitations: 8 | 66.7% of previous stage

Enrollments confirmed: 3 | 37.5% of previous stage

What to investigate

Three of eight invited prospects enrolled. Ask what remained unclear about effort, schedule, fit or cost. The four fit calls without an invitation may represent useful screening rather than lost sales.

These counts are not client results, forecasts, targets or industry benchmarks. Follow the same group through the review window. Late decisions remain open until reviewed.

The original swipe file

Messages 1-3 of 12 / Adapt the brackets and review before use.

Program positioning

Use on the program page or profile.

[Program] is a [duration] coaching program for [audience] who want to practice [specific skill or routine]. It includes [sessions and materials], requires [participant effort], and costs [total price]. It does not include [scope exclusions].

Sample workshop invitation

For an appropriate existing audience.

Join a practical [duration] session on [specific skill]. You will try [exercise] and leave with [useful artifact]. The session is [live/recorded] on [date or access details] and costs [price/free]. You can explore the full coaching program afterwards if it fits. Details: [link].

Reply to program interest

Someone asks about coaching.

Thanks for your interest in [program]. It focuses on [practice] for [audience], with [format] at [total price]. You can review the schedule, effort and support details here: [link]. If it seems relevant, we can have a [duration] fit conversation.

Use appropriate contact preferences. Stop follow-up when the person replies, declines or asks you to stop. These are drafts for human review; the kit does not send messages.

The original swipe file

Messages 4-6 of 12 / Adapt the brackets and review before use.

Fit-call agenda

Send before a scheduled conversation.

We will discuss what you want to work on, what you have tried, whether the program's focus fits, and the practical commitment. You can ask about the schedule, price and support. The goal is a clear decision about fit, with no obligation to enroll.

Fit-call questions

Choose the relevant questions naturally.

What specific situation would you like to handle more effectively? What have you already tried? What kind of support are you looking for? Can you make time for [practice expectation]? What questions do you have about the program or its boundaries?

Invitation after a fit call

Only when the program is suitable.

Based on our conversation, [program] appears relevant to your goal of [goal]. The program includes [scope], begins [date], and costs [total price/payment schedule]. Please review the written terms and schedule: [link]. If you decide to join, [enrollment action].

Use appropriate contact preferences. Stop follow-up when the person replies, declines or asks you to stop. These are drafts for human review; the kit does not send messages.

The original swipe file

Messages 7-9 of 12 / Adapt the brackets and review before use.

Time to consider

Respect a request for space.

Of course. Take time to review the program details. If a question comes up about the format, effort, schedule or price, I am happy to clarify. [State a genuine enrollment date only if applicable.] Let me know if you would like me to follow up on a particular day.

Price question

Explain the offer without pressure.

The total program price is [price] for [scope]. [If offered: the payment plan is schedule and total.] There are no additional required coaching fees beyond [accurate terms]. If that does not fit your budget, [real free or lower-cost resource] may be useful.

Not the right support

Stay within your professional scope.

Thank you for sharing what you need. This program focuses on [scope], and I do not think it is the right support for [general mismatch]. A professional who provides [appropriate service category] may be a better starting point. I will not recommend enrollment here.

Use appropriate contact preferences. Stop follow-up when the person replies, declines or asks you to stop. These are drafts for human review; the kit does not send messages.

The original swipe file

Messages 10-12 of 12 / Adapt the brackets and review before use.

Enrollment welcome

After the required agreement and payment steps.

Welcome to [program]. Your first session is [date/time/time zone] at [link/location]. Please complete [small preparation task]. The schedule, support boundaries and cancellation terms are here: [link]. For access questions, contact [contact].

Practice reminder

Use the agreed coaching communication process.

Before our next session, try [agreed exercise] in [appropriate situation]. Bring a short note about what you noticed and what you want to practice next. If the task does not fit your circumstances, let me know so we can discuss it.

Feedback invitation

After an appropriate program milestone.

I would value your honest feedback on [program]. What was useful, what was unclear, and what would improve the experience? Share privately here: [link]. I will ask separately before using any of your words publicly.

Use appropriate contact preferences. Stop follow-up when the person replies, declines or asks you to stop. These are drafts for human review; the kit does not send messages.

Your first 30 days

Choose a realistic owner and review date for each week.

Week 1 / Clarify the program

Define audience, focus, sessions, practice, price and boundaries; write the program page.

Keep: A concrete program outline

Week 2 / Show the experience

Create one sample worksheet and a short workshop; share with a relevant existing audience.

Keep: A useful sample lesson

Week 3 / Guide fit conversations

Use a consistent agenda; send written summaries and program details; invite suitable prospects.

Keep: Clear fit decisions

Week 4 / Improve the beginning

Test enrollment and first-session access; review questions and participation; adjust one confusing part.

Keep: A dependable onboarding path

Your campaign brief

Complete this before publishing or spending. Use anonymous business information.

Audience and specific situation

Offer, price and scope

Capacity, channel and budget

Owner and review date

Hypothesis: change, observation and reason

Your weekly scorecard

Track the same cohort. Do not mix new inquiries with bookings from earlier periods.

Cohort and review window

Qualified inquiries

Fit calls held

Program invitations

Enrollments confirmed

Observed questions or reasons for no decision

One improvement, owner and review date

Ready to launch?

Make the actual customer journey work before increasing distribution.

[ ] The offer, scope, price, capacity and terms are accurate.

[ ] Every placeholder and fictional business detail has been replaced.

[ ] Photos are permitted and claims have supporting evidence.

[ ] The primary action works on a phone and reaches the right destination.

[ ] The confirmation explains what happens next.

[ ] Someone owns responses and respects contact preferences.

[ ] Private customer information stays in approved systems.

[ ] Clicks, inquiries, bookings, completed work and revenue are separate.

[ ] The review uses the same cohort and allows time for delayed decisions.

[ ] The workbench has an exported editable backup.

Industry review

Describe coaching within your competence. Do not present coaching as medical treatment, therapy, legal or financial advice, or promise income, employment, health or relationship outcomes.

References and useful links

Original editorial workflows. Review requirements that apply to your business before launch.

FTC: Advertising and Marketing Basics

https://www.ftc.gov/business-guidance/advertising-marketing/advertising-marketing-basics

FTC: Endorsements and testimonials

https://www.ftc.gov/business-guidance/advertising-marketing/endorsements-influencers-reviews

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https://www.pexels.com/license/

Use and adaptation

Use and adapt the original templates in your own business. Share the kit page with others. Do not resell the kit or present fictional examples as your results. Stock photos remain subject to their source license.

Optional help with your real plan

The existing $350 Marketing Clarity Session reviews one audience, one offer and three priorities for the next 30 days. Review scope before booking.

https://marketingcoach.cc/services/marketing-clarity

Your online kit

https://marketingcoach.cc/resources/coach-marketing-kit