

A PRACTICAL GUIDE FOR BUSINESS COACHES

The Business Coach's Lead Follow-Up Playbook

A simple 5-step system to capture inquiries, follow up consistently, and turn more prospects into conversations.

THE GOAL

Make it easier for the right prospects to discover your offer, express interest, and take the next step with you.

As a business coach, you help entrepreneurs solve problems, reach their goals, and build better businesses. Before you can help them, you need a reliable way to attract attention, capture inquiries, and stay connected until they are ready to work with you.

If you rely on social posts, direct messages, referrals, or occasional email updates, you may let potential clients slip through the cracks. This guide gives you a practical process you can start using today—without manually managing every inquiry.

YOUR NEXT STEP: START SMALL. BUILD A PROCESS YOU CAN REPEAT.

STEP 1

Give Potential Clients a Clear Reason to Connect

Before someone books a discovery call or invests in coaching, they need a reason to engage with you. Instead of simply asking people to work with you, create a small, valuable resource that helps them solve one specific problem related to your expertise.

Start with one problem

Your resource could be a worksheet, checklist, short guide, assessment, or planning template. If you help service-based entrepreneurs grow, for example, create a Client Attraction Checklist for Business Owners Who Struggle to Generate Consistent Inquiries.

Avoid broad promises like “Grow Your Business.” Focus on a practical outcome, such as identifying gaps in a sales process or improving a weekly lead-generation routine.

Use this simple formula

- **Audience:** Who is this for?
- **Problem:** What specific challenge are they facing?
- **Outcome:** What will they be able to do after using your resource?

Example: “Download the free checklist to identify three gaps in your client-attraction process.”

Your lead magnet doesn't need to solve every problem. It needs to deliver one useful result that builds trust and encourages the right person to take another step. Its topic should naturally connect to your coaching offer.

STEP 2

Make It Easy to Become a Lead

Getting someone interested is only the beginning. You also need a simple way to capture their information so you can continue the conversation. A social media like, profile visit, or website click doesn't automatically give you a reliable way to follow up.

Create a focused opt-in page

Your page needs four essential elements:

- **A specific headline:** Tell visitors what they will receive and why it matters.
- **A short explanation:** Describe the problem the resource helps solve.
- **A clear call to action:** Try "Get Your Free Checklist."
- **A simple form:** Request only the information you genuinely need, such as a name and email address.

Example for a business coach

Headline: Find the Gaps in Your Client Attraction Process.

Supporting copy: Get the free checklist to identify practical improvements to attract and follow up with potential clients.

Button: Send Me the Checklist.

After someone submits the form, direct them to a confirmation page and deliver the resource by email. Tell them what happens next so they know to check their inbox.

A connected funnel can automate these steps and reduce the need to manually send every resource.

STEP 3

Follow Up Without Sounding Pushy

Interested people may need time before making a decision. A potential client might download your guide, read it, and get distracted by running their business. Their silence doesn't necessarily mean they aren't interested.

Use a simple five-email sequence

- **Email 1** – Deliver: Send the resource and recommend one action to take first.
- **Email 2** – Help: Share a practical tip they can apply immediately.
- **Email 3** – Correct: Explain a common mistake and how to avoid it.
- **Email 4** – Connect: Show how a structured process can make the task easier.
- **Email 5** – Invite: Encourage the reader to reply or explore your coaching offer.

Keep each email focused on one main idea. Write as though you're speaking to one person, not broadcasting to a large audience.

Example opening

“Have you had people express interest in your coaching but never take the next step? Try reviewing what happens after someone first contacts you.”

End with one clear action, such as replying with a question or booking a conversation. Your objective isn't to pressure prospects into buying. It's to help them make informed decisions while making it easy to continue the conversation when they're ready.

Remember to obtain appropriate consent for marketing emails, identify yourself clearly, and provide a straightforward way to unsubscribe.

STEP 4

Build Your Repeatable Lead Follow-Up System

You now have the essential pieces: a useful resource, away to capture inquiries, and a follow-up sequence. The next step is connecting them into one repeatable process.

Your basic lead journey

1. A potential client discovers your content, referral, or offer.
2. They visit your opt-in page.
3. They submit the form and receive your free resource.
4. They receive helpful follow-up emails.
5. They reply, book a discovery call, or explore your coaching services.

Your ready-to-use implementation checklist

- ☐ Choose one audience and one specific problem.
- ☐ Create a useful lead magnet that addresses that problem.
- ☐ Write an opt-in headline focused on the resource's outcome.
- ☐ Build a short form and clear confirmation page.
- ☐ Set up an email that delivers the resource.
- ☐ Write follow-up emails that educate and invite engagement.
- ☐ Test the entire journey, including form submission and email delivery.
- ☐ Review inquiries, email engagement, replies, and discovery-call bookings regularly.

Start small. You don't need a complicated system to begin building a more reliable lead-generation process. As your business grows, you can improve your messaging, refine your offer, and identify where prospects stop engaging.

WANT A FUNNEL BUILT FOR YOUR COACHING BUSINESS?

If you'd rather focus on coaching than connecting pages, forms, and follow-up emails yourself, reply to the email that delivered this guide. Tell me a little about your coaching business, and we can discuss my done-for-you lead funnel service.

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