FOR COACHES AND SERVICE BUSINESSES

THE HOLIDAY CLIENT EMAIL SYSTEM

Six customizable emails, a voice interview, and AI prompts to make each one sound like you.

6 EMAILS · VOICE INTERVIEW · AI PROMPTS · GRAPHIC PROMPTS · CHECKLIST

A holiday sequence for clients is a gift, not a sales funnel. This system gives you six emails that thank your clients, check in, and leave room for the new year. Each email is a starting point. The voice interview makes it sound like you, and the prompts help you customize it in minutes.

How to use it: run Step 1 once and save your voice card. Use Step 2 to set up your details. Then customize each email in Step 3 and check it in Step 4.

STEP 1 · START HERE

Voice Interview

Run this first. It captures how you write and speak, so every email sounds like you and not like a template.

VOICE INTERVIEW PROMPT

I want you to interview me one question at a time so you can learn how I write and speak. Ask one question, wait for my answer, then ask the next. Don't write any sample content yet.

Ask about:

1. How would I explain my work to a friend at a party?
2. What words or phrases do I use all the time?
3. Which words or phrases would I never use?
4. How funny am I on a scale from 'serious' to 'goofy,' and what kind of humor do I like?
5. Do I write in short punchy lines or longer, flowing sentences?
6. Paste two or three messages I've written to clients that sound like me. What do you notice?
7. How do I usually sign off or end a message?
8. What do I want clients to feel after reading something I wrote?

After all my answers, write a voice card under 120 words in my own words. Then give me five 'do' and five 'don't' bullet points. Ask me to correct anything that doesn't sound like me before you finish.

STEP 2 · SET UP

Your Master Prompt

Fill in these details once. Paste the result into every email prompt in Step 3.

MASTER PROMPT

My voice card: [paste voice card from Step 1]

I'm a [coach / consultant / service provider] who helps [who you serve] with [what you help them do]. I'm sending a holiday email sequence to my current and past clients and people on my list.

Rules for every email you write:

1. Sound like me, using my voice card. Warm, kind, and professional, with a light touch of humor. Never snarky.
2. Keep each email under 150 words unless I say otherwise.
3. Do not invent statistics, results, testimonials, prices, or guarantees. If a detail is missing, leave a [bracket] for me to fill in.
4. Make me look helpful and generous, not like I'm bragging.
5. Do not repeat sentences, sign-offs, or closing lines across emails.
6. Emails dated December 25 and January 1 must have no call to action, no links, and no 'reply to this' request.
7. Keep the {{first_name}} merge tag exactly as written.

Rewrite the email below using these rules. Return only the rewritten email, with a subject line and preview text.

[paste the email here]

- Replace each [bracket] with your details. Leave out any detail you don't want to share.
- Keep your offer out of the holiday emails except the December 29 email. These are thank-you messages first.
- If you serve clients in a regulated field, check your rules for disclaimers, credentials, and unsubscribe language.

The Sequence at a Glance

#	Send date	Theme	Call to action
1	Dec 1	Thank you for being part of my world	Soft: reply with a thought (optional)
2	Dec 10	What are you finishing this year?	Soft: reply with one thing
3	Dec 18	The gift of an unhurried evening	None
4	Dec 25	Merry Christmas	None (holiday)
5	Dec 29	A clear start for the new year	Book a short planning call
6	Jan 1	A new year, a fresh page	None (holiday)

Tag your contacts with "Holiday Sequence 2026" so you can see who is in it. Pause anyone who replies or books, so they don't get the rest of the sequence.

Six Emails, Ready to Customize

Each email has a subject line, preview text, a starting body, an AI prompt to personalize it, and a graphic prompt. Customize one at a time.

01 THANK YOU FOR BEING PART OF MY WORLD

SEND ON DECEMBER 1

SUBJECT LINE OPTIONS

Thank you, {{first_name}}

PREVIEW TEXT

Before the year gets busy, I wanted to say thank you.

EMAIL BODY: COPY AND PASTE

Hi {{first_name}},

Before the calendar fills up with holiday plans, I wanted to pause and say thank you. Whether we've worked together for a while or you just joined my list, I'm glad you're here.

[One sentence about a moment from your work with clients that you're grateful for, if it fits.]

Over the next few weeks I'll share a few holiday notes and some thoughts about the year ahead. No pressure. Just good company.

Warmly,
[Your name]
[Business name] | [Phone or website]

Call to action: Soft and optional. Ends with a reply prompt, not a sales ask.

CUSTOMIZATION PROMPT FOR YOUR AI TOOL

Rewrite Email 1 so it sounds like me, using my voice card. Replace the bracketed sentence with a short, true moment from my work, or delete it if I don't give you one. Keep the closing line or replace it with something in my voice. Add a one-line P.S. inviting the reader to reply with one thing they're grateful for this year.

GRAPHIC PROMPT (CANVA OR AN AI IMAGE TOOL)

Warm, simple illustration of a candle and a small stack of notes on a wooden table, with soft evening light. Cream, evergreen, and warm gold. No people, no text, 4:5 aspect ratio. Leave room at the top for a headline.

02 WHAT ARE YOU FINISHING THIS YEAR?

SEND ON DECEMBER 10

SUBJECT LINE OPTIONS

What are you finishing this year?

PREVIEW TEXT

A quick question before the year wraps up.

EMAIL BODY: COPY AND PASTE

Hi {{first_name}},

The last few weeks of the year have a way of turning into a rush. Many people I work with want to finish something before January, whether it's a project, a habit, or a loose end they've been carrying.

If you're thinking about what you'd like to close out before the new year, reply and tell me. I'd love to hear it. There's no right answer, and you don't need a plan yet.

Warmly,
[Your name]
[Business name]

Call to action: Soft. Invites one reply with no sales ask.

CUSTOMIZATION PROMPT FOR YOUR AI TOOL

Rewrite Email 2 so it sounds like me, using my voice card. Keep the question as the main idea. Do not add statistics, results, or claims about outcomes. If I give you a detail about the kind of work I do, weave it in lightly. Otherwise leave a [bracket] I can fill in.

GRAPHIC PROMPT (CANVA OR AN AI IMAGE TOOL)

Clean desk with a notebook, a mug of tea, and a small plant, with a list partly written in the notebook. Natural light, shallow depth of field, 4:5 aspect ratio. No people, no text.

03 THE GIFT OF AN UNHURRIED EVENING

SEND ON DECEMBER 18

SUBJECT LINE OPTIONS

A little slower, a little warmer

PREVIEW TEXT

Maybe the best gift this year is time.

EMAIL BODY: COPY AND PASTE

Hi {{first_name}},

The best gift I received last year wasn't wrapped. It was a slow evening with the people I love, when nobody checked a phone and dinner ran late. [Optional: one sentence about your own holiday tradition.]

If your schedule is anything like mine this month, I hope you find a few of those evenings. Let the to-do list wait a night. It will still be there tomorrow, and so will the people you're rushing around for.

Here's to slowing down a little.

[Your name]
[Business name]

Call to action: None. This email is a pause, not a pitch.

CUSTOMIZATION PROMPT FOR YOUR AI TOOL

Rewrite Email 3 so it sounds like me, using my voice card. Replace the bracketed sentence with a short, true story from my family if I share one, or delete the bracket. Keep the tone warm, slow, and kind. Do not add a call to action or mention my services.

GRAPHIC PROMPT (CANVA OR AN AI IMAGE TOOL)

Kitchen table at golden hour with two mugs of cocoa, a knit throw over a chair, and snow falling outside the window. Lived-in and natural, not staged. Warm tones, 4:5 aspect ratio. No people, no text.

04 MERRY CHRISTMAS

SEND ON DECEMBER 25

SUBJECT LINE OPTIONS

Merry Christmas, {{first_name}}

PREVIEW TEXT

From my family to yours.

EMAIL BODY: COPY AND PASTE

Hi {{first_name}},

Merry Christmas, from my family to yours.

I hope today brings you rest, good food, and at least one moment that makes you laugh until it hurts. Thank you for letting me be part of your year.

Wishing you a warm, safe, and happy day.

[Your name]
[Business name]

Call to action: NONE. No links, no booking, no 'reply to this' request.

CUSTOMIZATION PROMPT FOR YOUR AI TOOL

Rewrite Email 4 as a short Christmas Day greeting under 80 words, using my voice card. Add one [bracket] for a family detail only if I give you one. No call to action, link, booking request, or mention of my services.

GRAPHIC PROMPT (CANVA OR AN AI IMAGE TOOL)

Minimal greeting card: deep evergreen background, a small gold star, and clean headline space reading 'Merry Christmas.' Soft paper texture. No people. Simple enough to print or post.

05 A CLEAR START FOR THE NEW YEAR

SEND ON DECEMBER 29

SUBJECT LINE OPTIONS

A clear start is closer than you think

PREVIEW TEXT

If you're thinking about the new year, let's map it out together.

EMAIL BODY: COPY AND PASTE

Hi {{first_name}},

Many people think about what they want to change as the year turns. Some want a clearer plan. Some want help getting organized. Some just want to know where to start.

You don't have to decide anything yet. A short conversation can help you see what's possible and where to focus first.

If you'd like to talk it through, you can book a [call length] planning call here: [booking link]. Or just reply and tell me a little about what you're hoping for.

Here's to a clear start.

[Your name]
[Business name]

Call to action: Yes. One clear, low-pressure ask: a short planning call or a reply. This is the only email with a booking link.

CUSTOMIZATION PROMPT FOR YOUR AI TOOL

Rewrite Email 5 so it sounds like me, using my voice card. Keep one booking link and one reply option. Do not add urgency, deadlines, prices, or claims about results. Replace [call length] with my actual length.

GRAPHIC PROMPT (CANVA OR AN AI IMAGE TOOL)

Morning light in a tidy, empty workspace with a calendar showing January and a single open notebook. Hopeful and clean, natural light, no people, no text. 16:9 for headers, or 1:1 for social.

06 A NEW YEAR, A FRESH PAGE

SEND ON JANUARY 1

SUBJECT LINE OPTIONS

Wishing you a new year, {{first_name}}

PREVIEW TEXT

Happy New Year, from my family to yours.

EMAIL BODY: COPY AND PASTE

Hi {{first_name}},

Happy New Year.

Whatever you're hoping for this year, I hope it finds its way to you. Thank you for being part of my world. It means a lot.

[Your name]
[Business name]

Call to action: NONE. No links, no booking, no 'reply to this' request.

CUSTOMIZATION PROMPT FOR YOUR AI TOOL

Rewrite Email 6 as a New Year's Day greeting under 80 words, using my voice card. No call to action, link, booking request, or mention of my services. Do not repeat any sentence from Email 4.

GRAPHIC PROMPT (CANVA OR AN AI IMAGE TOOL)

Soft sunrise over a quiet street with warm golden light and clear space at the bottom for a headline. No people, no text, 4:5 aspect ratio.

STEP 4 · BEFORE YOU SEND

Check and Polish

Run this on every email before you load it into your system.

FINAL POLISH PROMPT

My voice card: [paste voice card]

Review the emails below against my voice card. For each email:

1. Flag any sentence that sounds like generic AI or corporate writing (for example, 'I hope this finds you well,' 'in today's fast-paced world,' 'unlock,' 'journey,' or 'elevate').
2. Flag any sentence that repeats an idea, phrase, or closing line used elsewhere in this sequence.
3. Flag any sentence that sounds more like a sales pitch than a friendly note.
4. Flag any claim about results, statistics, or guarantees I haven't verified.
5. Confirm the December 25 and January 1 emails contain no call to action, link, or booking request.

Return a short checklist of changes, then the revised text.

Emails: [paste the emails]

CHECKLIST

Before You Send

- Replace every [bracket] and check for leftover placeholder text.
- Confirm the {{first_name}} merge tag works in a test send.
- Confirm the December 25 and January 1 emails contain no links, booking requests, or reply-for-a-call language.
- Make sure no result, price, or statistic appears unless you have verified it.
- Send a test to yourself on a phone and a computer. Check the images and the layout.
- Add your business name and any disclaimers or credentials your field requires, plus an unsubscribe link.
- Make sure you can answer any reply personally, because the replies are where the real relationship begins.

KEEP THE WARMTH.

The point is that your clients feel thought of, not pitched to.