



For questions about these materials, contact stephanie@tishlercoaching.com

International Coaching Week 2023: “Explore What’s Possible” - Social Media Toolkit

Everything you need to promote ICF-CT’s pro-bono coaching to potential clients

Thank you for participating in the “Explore What’s Possible” pro bono coaching program during International Coaching Week, May 8-14, to help fellow coaches and potential clients through life’s transitions.

This turnkey kit provides you with graphics and sample text that you can cut and paste into social media posts and email communications to help promote our chapter’s offering and your coaching services during this week.

PLEASE FEEL FREE TO MODIFY THE TEXT AS YOU SEE FIT TO SUIT YOUR PERSONAL STYLE OR YOUR OWN COACHING NICHE, AND/OR TO ADD YOUR OWN SPECIFIC INFORMATION.

We ask that you do not alter the graphics, however.

On the following pages, you will find:

- 4 Social Media posts, designed for LinkedIn, Facebook and Instagram dimensions. Please note above each graphic the social media platform for which it was designed.
- 2 Email messages you can customize to your liking. Feel free to supplement these with additional emails as you see fit.
- 3 Tweets you can customize

Please note that the link to the list of pro-bono coaches with their contact information is located at: <http://bit.ly/3zWC7Ru>

Social Media Posts

Cut and paste the following graphics and text and customize the text portion to your liking. Just please be sure to preserve the link to the coach list.

FIRST POST: Caption/comment text:

Are you experiencing a challenging life transition? A job or career change, balancing work/family, re-entering the dating world, becoming an empty nester, adopting healthier habits, or one of countless others? During International Coaching Week (May 8-14), our professional coaches are here to provide support. No fee, no obligation. Just time with a trained coach to explore how coaching can help you through life's transitions. To meet with me or another coach, click here <http://bit.ly/3zWC7Ru> or message me directly.

LINKEDIN GRAPHIC:



FACEBOOK AND INSTAGRAM GRAPHIC (Use same text as above for comment/caption)



SECOND POST – Sample Caption/Comment Text:

Are you working through a challenging life transition – maybe a job or career change, balancing work/family, re-entering the dating world, becoming an empty nester, adopting healthier habits, or one of countless others? During International Coaching Week (May 8-14), explore what's possible with the support of a professional coach. Our trained coaches are offering complimentary sessions with no obligation. To meet with me or another coach, click here <http://bit.ly/3zWC7Ru> or message me directly.

LINKEDIN GRAPHIC:



FACEBOOK AND INSTAGRAM GRAPHIC: (Use same sample text as above)



THIRD POST

Sample Caption/Comments

Our ICF-CT professional coaches want to support you as you navigate your life's transitions: a new job, family changes, marital status, work/family balance, etc. During International Coaching Week (May 8-14), we are offering coaching support at no charge to help you explore what's possible with the help of a coach. A single coaching session can make a difference. To meet with me or to select another coach, click here:

<http://bit.ly/3zWC7Ru>.

LINKEDIN GRAPHIC:

The graphic is a dark blue rectangle with white and light blue text and graphics. In the top left is the ICF Connecticut Charter Chapter logo. In the top right is the text 'EXPLORE YOUR POTENTIAL'. In the center is the large, bold, light blue text 'EXPLORE COACHING!'. Below this is the text 'AS PART OF INTERNATIONAL COACHING WEEK (MAY 8-14) OUR CERTIFIED COACHES ARE OFFERING SINGLE, SESSIONS AT NO COST, WITH NO OBLIGATION.' At the bottom is the text 'SCHEDULE YOUR SESSION TODAY AT ICF-CT.ORG!'. There are two white starburst graphics on the left side.

ICF
Connecticut
Charter Chapter

EXPLORE YOUR POTENTIAL

**EXPLORE
COACHING!**

AS PART OF INTERNATIONAL COACHING WEEK (MAY 8-14) OUR
CERTIFIED COACHES ARE OFFERING SINGLE,
SESSIONS AT NO COST, WITH NO OBLIGATION.

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SESSIONS AT NO COST, WITH NO OBLIGATION.

SCHEDULE YOUR SESSION TODAY AT ICF-CT.ORG!

FOURTH POST

Sample Caption/Comments

During International Coaching Week (May 8-14), our professional coaches are offering coaching complimentary coaching sessions with no obligation for you, or someone you refer, to explore what's possible with the help of a coach. A single coaching session can make a difference as you explore what's next in your life. To meet with me or to select another coach, click here: <http://bit.ly/3zWC7Ru>

LINKEDIN GRAPHIC:



FACEBOOK/INSTAGRAM GRAPHIC (use same sample text as above)

WANTED: CLIENTS

INTERNATIONAL COACHING WEEK 2023

MAY 8 - 14



Sample email notes

Initial note (modify to your personal style)

Every one of us experiences challenges as we move through life's transitions. It may be a job or career change, balancing work/family, re-entering the dating world, becoming an empty nester, adopting healthier habits, or one of countless other changes you're undertaking. During International Coaching Week (May 8-14), our professional coaches are here to provide support as you explore what's next for you. No fee, no obligation. Just a complimentary session with a trained coach to see how coaching can help you through life's transitions.

To schedule a session with me, click [here](#) to view my calendar, or click [here](#) to view the entire list of coaches offering this free service. Feel free to contact me if you have any questions.

I hope you'll take advantage of our offer.

Sample followup email note (modify to your personal style)

I wanted to remind you that my coaching colleagues and I are offering free coaching sessions between May 8 and 14th to help our community members explore and navigate the challenges of life's transitions. This is a great opportunity if you've never experienced professional coaching. See for yourself the impact even a single session can have for you.

If you or someone you know is in the midst of the life transition and can use some support, check out my available [timeslots](#), or those offered by my fellow coaches [here](#): <http://bit.ly/3zWC7Ru>.

It's our gift to you during International Coaching Week!

Sample Tweets

If you're experiencing a life transition, try a free session with one of ICF-CT's professional coaches to help you explore what's next. It's our gift to you from May 8-14. Schedule here <http://bit.ly/3zWC7Ru>

Explore what's next in your life with a free professional coaching session. From May 8-14, International Coaching Week, our coaches will support you at no charge. Schedule here <http://bit.ly/3zWC7Ru>

ICF-CT is offering free coaching sessions to help you through life's transitions. Just one session can make a difference as you explore what's next for you! Schedule here <http://bit.ly/3zWC7Ru>