

Career Coaching Club

Believe in yourself and everything is possible!

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Career Services Program Copy Generator

Sales Letter Creator

Use this tool to create text copy to sell your career services program.

Fill in the Form Below to Create Your Letter

Tips:

Tip #1. When you wish to separate two paragraphs, place this symbol between them: `<p>` For example, This is paragraph 1..... `<p>`This is paragraph 2.....

Tip #2. If you would like to make some text bold, surround it with these tags: `` and `` For example, ``Testimonials``

Headline: Name the biggest benefit your clients will get out of your career services program. It has to promise something desirable to your prospects (e.g. *"How to Double Your Business Profits With Minimum Effort in Just 90 Days"*; *"Life After Layoff: How to Go from Surviving to Thriving to Achieve Your Next Career"*, *"Know Yourself: Assess Your Values, Interests and Skills to Discover Your Best Job Match"*).

Hook: Pull your reader in by using an interesting statistic or fact (e.g. *"Did you know that in 2001, 12.9% of women and 10.4% of men in the U.S. lived below the poverty level? This means that at least 1 out of every 10 people couldn't afford to go on vacation, or sign up their child for swimming lessons"*).

Story: Tell a compelling story about how you or your client tried to overcome a painful

past clients, or colleagues and instructors. Many times testimonials alone will compel your prospect to purchase your services.

What is Coaching: Explain what coaching or consulting or counseling is, how it's different from mentoring and therapy, and describe what will happen during each session or meeting with you. This is also a good place to explain your own coaching/counseling/consulting style and approach.

Summary: List at least 7 points that emphasize the advantages of hiring you (e.g., "Grow your self-esteem"; "Make your career transition smooth and effective"; "Resolve an ongoing conflict at work"; "Improve your time management skills"; "Role-play the tough job interview questions", "Assess your values, skills and interests key to your next career").

Guarantee: Explain how your guarantee works here (e.g. "Money back if not satisfied with the results"; "I will work with you until you are happy with the results"; "You will be able to repeat this program if you don't feel you've achieved the desired results").

Create Letter

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Important Notes:

1. At the bottom of your copy, you should insert a sign-up form or a link to your e-mail address, so a prospect may request additional information. Alternatively, add an order button if you're selling a specific career services program.
2. You may want to use sub-headings or boxes to break up your text for easier reading.
3. The total length of your sales copy should be no more than 5 pages if printed out.