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Seven-Day Client Launchpad

Onboard new coaching clients effectively
and ensure their commitment from day one



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Contents

- 01 The Foundation: Why Your First Week Matters Most
- 02 Pre-Session Setup: Initial Communications & Logistics
- 03 Crafting the First Session: Expectations & Engagement
- 04 Post-Session Momentum: Action Plans & Accountability
- 05 Mid-Week Check-in: Nurturing Connection & Addressing Concerns
- 06 Beyond Day Seven: Sustaining Engagement for Long-Term Success

The Foundation: Why Your First Week Matters Most

Your client said yes. The payment cleared. You feel the glow of a new beginning.

Now comes the part most coaches leave to chance.

The first seven days are where a client decides, often without realizing it, whether this is going to work. Not whether you are good. Whether this is real, whether it's worth the effort, and whether they belong in it.

What Happens in Week One

A new client arrives with a mix of hope and quiet doubt. They've invested money and, more importantly, they've told themselves a story: *this time will be different.*

That story is fragile. It's tested immediately by ordinary life:

- A busy week that crowds out the first assignment
- Uncertainty about what's expected of them
- Silence from you after the excitement of the sales call
- A nagging "did I make a mistake?" feeling

Each gap is an opening for momentum to leak out. Fill those gaps on purpose, and the client feels held. Leave them open, and they drift.

The Cost of a Weak Start

When a client goes quiet early, the damage compounds:

- **Missed or rescheduled sessions** become the new normal
- **Unfinished work** makes the next session feel awkward
- **Embarrassment** keeps them from telling you they're struggling
- **Quiet drop-off** follows, often with no warning

By the time you notice, you're not coaching. You're chasing. And chasing is draining, unpaid work.

The Principle: Early Wins Build Commitment

People stay committed to things they've already invested in and seen progress from. Your job in week one is to engineer both.

That means the client should, within seven days:

1. **Know exactly what happens next** and feel no confusion about expectations
2. **Complete at least one meaningful action**, however small
3. **Feel seen** by you in a specific, personal way
4. **Experience a first result**, even a modest one

None of this requires a complicated system. It requires intention.

Onboarding Is Part of the Coaching

Many coaches treat onboarding as admin: forms, logistics, calendar links. Reframe it. Every email, question, and setup step is the first act of coaching.

How you onboard *shows* the client how you work. Clear and warm communication teaches them you're reliable. A thoughtful intake question teaches them you listen. A small first task teaches them that action happens here.

You are demonstrating your value before the first deep session begins.

What This Guide Gives You

Over the next five chapters, you'll get a day-by-day framework covering what to send, what to ask, and what to set up, so your client shows up, does the work, and stays.

You won't need new software or a bigger budget. You need a repeatable plan you can run for every new client.

Your First Action

Before you read on, do one quick audit. Look at your last two or three new clients and answer honestly:

- What did they receive from me in the first 48 hours?
- When did they first do something, rather than just attend?
- Where did momentum dip, and did I notice?

Jot down the gaps. Don't judge them. This is your starting map.

The rest of this guide helps you close those gaps, one day at a time.

Next up: Chapter 2 covers the first 24 hours, the welcome that sets the tone for everything after.

Pre-Session Setup: Initial Communications & Logistics

The goal of this chapter is simple: by the time your client joins their first session, they should already know where to go, what to expect, and what to bring.

Every question they have to ask you is a small bit of friction. Every confusing link is a chance for doubt to creep in. Your job in the first 24 hours is to remove both.

Send the Welcome Within Hours, Not Days

Speed signals competence. Send your welcome message the same day they say yes, ideally within a few hours of payment or signed agreement.

Keep it short and warm. A strong welcome email does four things:

- **Confirms the decision.** “I’m glad you’re here” is enough. They just took a risk.
- **Names the next step.** One clear action, not five.
- **Shows the first-session date, time and link.** Put it near the top.

- **Sets a response expectation.** “I reply to messages within one business day.”

Resist the urge to dump everything into one email. A flood of attachments reads as homework before they’ve even started.

Build a Simple Onboarding Packet

Send one organized packet, not a scattered trail of messages. Whether it’s a shared folder, a single PDF, or a simple web page, it should contain:

- **Your working agreement.** Session length, cancellation and rescheduling policy, payment terms, and confidentiality.
- **A short intake form.** What they want, what’s in the way, and what success looks like to them.
- **Session logistics.** Platform, link, time zone, and a backup plan if the tech fails (“If the video drops, call me on this number”).
- **A “how this works” overview.** Your rhythm in plain language: what happens in sessions, what happens between them.

If you use a scheduling tool, send the booking link for all recurring sessions now. Clients who book everything upfront are far less likely to let the calendar become the reason they drift.

Keep the Intake Form Short

A long form can feel like an exam. Aim for questions a person can answer in 10 to 15 minutes.

Prioritize these:

- What made you decide to work with a coach now?
- What would make the next 90 days a success?
- What have you already tried?
- What's the biggest obstacle you expect?
- Anything I should know about how you work best (communication style, schedule, preferences)?

Add any legal or health-related questions your practice requires, but keep them separate from the reflective ones so the form doesn't feel clinical.

Tell them how you'll use their answers: "I'll read this before we meet so we can skip the basics and get to the work." That one line makes completion feel worthwhile.

Ask for One Small Action

Don't wait for session one to see whether they follow through. Give them a single, easy task due before you meet, such as completing the intake form or reading a one-page overview.

This isn't about testing them. It's the first small commitment, and small commitments are how engagement starts. When a client completes it, acknowledge it: "Got your form. Thank you, it's already helping."

Remove Technical Friction

Many first sessions lose their opening ten minutes to audio problems and login confusion.

- Send the link with a plain-language instruction: "Click this a few minutes early."

- Recommend a quiet space and headphones.
- Offer an optional two-minute tech check if the platform is new to them.

Your Action Step

Draft your welcome email and onboarding packet checklist today, using the four-part welcome and the packet list above. Save them as templates so every future client gets the same polished start.

Next up: Chapter 3 moves into the first session itself, and how to make it count.

Crafting the First Session: Expectations & Engagement

The first session is not a normal session with a few extra questions bolted on. It has a different job.

A regular session moves the client toward a goal. The first session earns the right to do that. By the end, your client should know how this works, feel understood, and walk away having already done something.

Structure it deliberately. Here is a flow that fits a typical 60-minute session, with timings you can adjust.

1. Open with warmth, not a form (5 minutes)

Skip the clipboard energy. Start with a human check-in and a brief frame:

“Thanks for showing up. Here’s my plan for today: we’ll get to know each other, agree on how we’ll work together, and leave you with one small step to take this week. Sound good?”

Naming the plan lowers nerves and shows you’re prepared. Your client came in unsure what to expect. You’ve just told them.

2. Listen first, and let them tell the story (15 minutes)

You already have their intake answers from the pre-session packet. Don't make them repeat everything. Reference it instead:

- “I read that you're feeling stuck in [area]. Tell me what that looks like day to day.”
- “What made you decide to start now rather than six months ago?”
- “If our work together goes well, what's different in three months?”

That last question matters most. It gives you the client's own words for success, which you'll use to anchor everything that follows.

Reflect back what you hear in a sentence or two. People stay with coaches who make them feel accurately understood.

3. Set expectations out loud (10 minutes)

Even if your agreement covers this in writing, say it in person. Cover:

- **Your role:** what you do (ask, challenge, hold accountable) and what you don't (give all the answers).
- **Their role:** show up prepared, do the between-session work, tell you when something isn't working.
- **Logistics:** session cadence, how to reschedule, and how and when they can reach you between sessions.
- **Confidentiality:** what stays between you.

Then ask the question most coaches skip: **“What do you need from me to get the most out of this?”**

Their answer tells you how they like to be coached, and it makes them a co-author of the relationship rather than a passenger.

4. Define the first target (15 minutes)

Don't try to solve the whole goal today. Narrow it:

- Turn their three-month vision into one focus area for the first few weeks.
- Agree on what “progress” will look like, in observable terms, not vague feelings.
- Name the biggest obstacle you both expect.

Write it down together, in their language. You'll revisit this document in later sessions, and seeing their own words reflected back is powerful.

5. Create a quick win and a clear action (10 minutes)

Never let the first session end with only insight. Insight feels good and fades fast. Assign one small, specific action they can complete within 48 hours.

A strong first action is:

- **Small:** doable in 15 to 30 minutes.
- **Specific:** “Block two 20-minute slots on your calendar for [task],” not “think about your goals.”
- **Linked to their stated goal,** so it feels relevant rather than like homework.

Ask them: “What could get in the way, and how will you handle it?” Then ask how they’d like to check in on it, a short message or a quick email, so there’s a touchpoint before the next session.

6. Close with a recap and a booking (5 minutes)

Summarise in three lines: what you heard, what you agreed, what happens next. Confirm the next session date *before* you hang up. A booked session is the simplest retention tool you have.

Your Action Step

Build a one-page first-session agenda using the six sections above. Add your own timings and three go-to questions for each section. Print it or keep it open beside you, and use it for every new client.

Next up: Chapter 4 covers what happens after the session, and how follow-up in days two through four keeps momentum alive.

Post-Session Momentum: Action Plans & Accountability

The call ends. Your client feels energised, clear, maybe a little exposed. And then real life rushes back in: the inbox, the kids, the deadline that moved.

This is the danger zone. Insight fades fast without a structure to hold it. What you do in the next 24 to 72 hours decides whether the first session becomes a turning point or a pleasant memory.

Send the recap within 24 hours

Don't wait for the weekend. Send a short written summary while the conversation is still fresh for both of you.

Keep it to four parts:

- **What we explored:** two or three sentences in the client's own words.
- **What you committed to:** the specific actions, listed plainly.
- **When it's due:** dates, not "this week."
- **Next session:** date, time and link.

Use the client's phrasing wherever you can. Reading their own words back builds trust and shows you were listening. A recap

also gives you a written record of the agreement, which protects you both.

Make the first action small and winnable

Ambitious clients often over-commit on day one. Your job is to gently shrink the plan.

A good first-week action is:

- **Specific:** “Block 30 minutes on Wednesday to draft my pricing page,” not “work on my business.”
- **Small:** doable in under an hour, or in short daily bursts.
- **Visible:** you can tell at a glance whether it happened.
- **Theirs:** chosen by the client, not assigned by you.

Imagine a client who wants to launch a newsletter. Resist the urge to hand her a ten-step roadmap. Ask: “What’s the smallest thing you could do by Thursday that would make this feel real?” Maybe it’s choosing a platform. That’s enough. An early win builds the belief that the process works.

Aim for one to three actions in total. Fewer is almost always better in week one.

Build accountability in, not on

Accountability that depends on willpower tends to collapse. Agree on the mechanism before the session ends, or confirm it in your recap.

Ask your client directly:

- “How would you like me to check in: a message, a voice note, or a quick email?”
- “What time of day works best?”
- “If you hit a snag, what’s the first thing you’ll do?”

Then set up a light-touch check-in around the midpoint. A simple message works:

“Quick check-in. How’s the Wednesday action going? One line is plenty. If you’re stuck, tell me where and we’ll solve it.”

Keep it warm and low-pressure. You’re showing that someone is paying attention, which is what accountability really is.

Normalise slipping

Some clients will miss their first action. Tell them upfront that this is useful information, not failure. Say it in the session, and repeat it in your recap:

“If something doesn’t happen, we’ll look at why, not judge it. The obstacle is often the most valuable thing we find.”

When a client does stall, respond with curiosity: “What got in the way?” Shame drives people to go quiet. Curiosity brings them back.

Reinforce commitment with a small ritual

Commitment grows when it’s made visible. Invite your client to confirm their plan in writing: a reply to your recap saying “Yes,

this is what I'm doing." It takes ten seconds and turns a vague intention into a stated promise.

You can also ask a closing question in the recap: "On a scale of one to ten, how confident are you that you'll complete this? What would make it a point higher?" Their answer reveals hidden obstacles while there's still time to fix them.

Your Action Step

Create a reusable **post-session recap template** with the four sections above. Add one line inviting the client to reply with a "yes, committed" confirmation. Draft your midpoint check-in message now, and schedule both to go out after your next first session.

Next up: Chapter 5 shows you how to keep the connection alive between sessions, so your client feels supported without you being on call.

Mid-Week Check-in: Nurturing Connection & Addressing Concerns

Somewhere around day three or four, a quiet shift happens. The energy from the first session has faded. The action plan is no longer fresh. Real life has crowded back in.

This is where new clients most often stall, and most won't tell you. They won't email to say they're confused. They'll just go silent and hope the moment passes.

Your mid-week check-in catches them before they slip.

Why Day Three or Four

By midweek, the client has had enough time to attempt their first actions and hit their first snag. It's early enough to course-correct and late enough that the session isn't a distant memory.

Wait until the second session and a small obstacle has had days to harden into "this isn't working for me."

Keep It Light and Low-Effort

The goal is connection, not a second coaching session. Your check-in should take you two minutes to write and the client thirty seconds to answer.

Strong check-ins share three traits:

- **Short.** Three to five sentences, no more.
- **Specific.** Reference something from their session so it can't read as a template.
- **Easy to answer.** One clear question, not an open-ended "How's it going?"

A Message You Can Adapt

Hi [Name], quick midweek note. I've been thinking about what you said regarding [specific detail from session]. How is [first action step] going so far? If you've hit a snag, reply with one line and I'll point you in the right direction. If it's going well, I'd love to hear that too.

Notice what this does. It shows you were paying attention, names the exact task, and makes replying feel safe, whether the news is good or bad.

Make Struggling Feel Normal

Many clients assume that needing help means they're failing. Say otherwise before they have to ask.

Try a line such as:

- “Most people hit a wobble around now. It’s a normal part of the process.”
- “If anything feels unclear, that’s useful information for me, not a problem.”

Lowering the shame around questions is often what gets you an honest answer.

Handling What Comes Back

Prepare for three common responses.

“It’s going great.” Celebrate specifically, then ask what they’ll do next. Momentum deserves reinforcement.

“I’m stuck or behind.” Respond warmly and quickly. Don’t scold or re-explain the whole plan. Ask what’s getting in the way, then help them shrink the task to something they can finish in ten minutes.

Silence. Don’t read it as a verdict. Send one gentle follow-up a day later, perhaps a different channel if you have one: “No pressure to write back. Just wanted you to know I’m here if a quick question would help.” Then leave the door open.

Offer a Support Boundary

Midweek is also the moment to remind clients how and when they can reach you. Being supportive doesn’t mean being on call.

State it plainly: “You’re welcome to message me between sessions with quick questions. I reply within [your timeframe].” Clear limits make clients more comfortable reaching out, because they know what to expect.

Use It to Notice Patterns

Each reply tells you something. Does this client prefer detail or brevity? Do they respond fast or need space? Are they confident or hesitant? Jot a line in your notes. These small observations help you tailor your approach for the rest of the engagement.

Your Action Step

Write your midweek check-in message today using the template above, personalised with a placeholder for one detail from the first session. Then add it to your calendar or scheduling tool as a recurring task for day three or four after every new client's first session.

Finally, prepare two short reply templates, one for "I'm stuck" and one for "it's going well," so you can respond in minutes instead of overthinking.

Next up: Chapter 6 brings everything together, closing out the week and setting the tone for the sessions ahead.

Beyond Day Seven: Sustaining Engagement for Long-Term Success

Day seven is not a finish line. It's a handoff.

You've spent a week building trust, clarity and momentum. The risk now is that the intensity drops off and the client quietly drifts. The good news: you don't need to keep the first-week pace. You need to keep its principles in a lighter, repeatable form.

Close the Week on Purpose

Before you move into "regular" coaching, mark the end of the launch week. A short wrap-up gives the client a sense of progress and tells them what comes next.

Send a brief day-seven message that does three things:

- **Names a win.** Point to one specific thing they did this week, however small.
- **Reflects the original goal.** Remind them why they hired you, in their own words from session one.
- **Previews what's ahead.** State the date and focus of the next session so there's no ambiguity.

Keep it under 100 words. The aim is to make progress feel visible.

Shift From Intensity to Rhythm

The first week front-loads contact: setup messages, a first session, a follow-up, a check-in. That works because the client is forming habits and impressions. Long-term, they need predictability rather than volume.

Decide on a rhythm and tell the client what it is:

- **Session cadence:** weekly, fortnightly or whatever your offer specifies, booked in advance wherever possible.
- **Between-session contact:** one light touchpoint, such as a short prompt, a resource or a quick “how’s the action step going?”
- **Response expectations:** when they can reach you and how fast they can expect a reply.

Consistency builds trust faster than occasional bursts of enthusiasm. A client who knows what happens next feels safe to commit.

Build a Simple Session Loop

Give every session the same skeleton so the work compounds. A loop might look like this:

- **Open with a review:** What happened since last time? What got done, and what didn’t?
- **Work the live issue:** Spend the core of the session on whatever matters most today.

- **Close with a commitment:** One to three clear actions, in the client's words.
- **Follow up in writing:** Send the agreed actions within 24 hours.

This echoes the action-plan habit from the first week, now turned into a standing routine. The client never leaves a session unsure what they're doing next.

Watch for Early Warning Signs

Drop-off rarely arrives suddenly. It usually shows up as small shifts:

- Action steps are repeatedly left undone.
- Replies get slower or shorter.
- Sessions are rescheduled or arrive unprepared.
- The tone cools, or enthusiasm fades.

When you spot one, don't wait for it to resolve itself. Reach out directly and without judgement: "I've noticed the last couple of steps have felt harder to get to. What's getting in the way?" Often the answer is simple, and fixing it saves the relationship.

Revisit Goals and Celebrate Progress

Clients stay when they can see they're moving. Build in regular moments to look back:

- **Every few sessions,** compare where they are now with where they started.

- **Reconfirm the goal.** Goals shift, and a coach who checks in keeps the work relevant.
- **Name progress out loud,** especially the kind clients overlook, like changed habits or growing confidence.

Your Action Step

Open your calendar and set up the next stretch before your next new client even starts:

1. Draft your day-seven wrap-up message and save it as a reusable template.
2. Write down your standard rhythm (cadence, between-session touchpoint, response window) so you can state it in one sentence.
3. Add a recurring reminder to review each client's progress against their original goal every few sessions.

Where You Go From Here

You now have the whole arc: a first week that builds trust, clarity and momentum, and a rhythm that carries it forward. Apply it to your very next client, then refine it based on what you see.

Small, consistent habits keep clients engaged, and engaged clients do the work, get results and stay.