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Welcome to your coaching series. You are embarking on a very exciting and rewarding journey for the next several months. Congratulations!

Your actions for our next session are:

- ❑ Read the Policies and Procedures Coaching Agreement carefully.
- ❑ (If you didn't receive it in the mail) Print two copies and sign both copies of the Coaching Agreement.
- ❑ Return both of the signed copies of the Coaching Agreement, signed Recording Release and Personal Information sheet to me by mail. Mail it early enough to arrive before our next session. (If you received 2 originals already signed by me, just return one copy and keep the second for your records).
- ❑ Complete the following items and e-mail or fax them to me at least 24 hours before our next session:
  - ❑ Write your goals on the Primary Goals Sheet as we wrote them verbatim and prioritized in their order of importance to you.
  - ❑ Create secondary goals using the guidelines and space provided on the Secondary Goals Sheet.
  - ❑ Monthly Personal Checklist - don't forget to subtotal the percentage for each section and total the sections at the end of page two.
  - ❑ Preparation Questionnaire - please answer these questions fully. Use as much room as you need to.
  - ❑ Create a coaching binder for yourself. I recommend a [3-ring binder](#) with a view front. Slip your primary goals sheet into the view, so you can always easily see them. Include the following documents from the Private Client Resources page:
    - ❑ This welcome letter
    - ❑ Your copy of the Policies and Procedures
    - ❑ My contact information sheet
    - ❑ A copy of the completed Secondary Goals, Monthly Personal Checklist, Preparation Questionnaire
    - ❑ A printout of the Assumptions for Empowered Leadership
    - ❑ A printout of the Pre-Session Checklist
    - ❑ A printout of the Referral Gratitude Program
    - ❑ Several copies of the Session Worksheet (you will need a fresh one for each coaching session)

I also recommend getting dividers and creating a section for each of your 3 goals, so that you can keep your work organized.

For future reference, you can access these forms at <http://artists-edge.com/private-client-resources>. Login to the system by choosing the “Member Login”, using your Academy Membership Login and then go to the page above.

Now that you see what coaching is, do you know anyone who would benefit from coaching? They would receive the same initial offer I made to you: a complimentary, no obligation initial session, during which they will understand the benefits of coaching, establish inspiring and challenging goals for their personal and professional life and make a choice about coaching. I appreciate your referrals. I have also included information about my Referral Gratitude Program and **Artist’s EDGE** Affiliate Program.

As a private client, you are automatically enrolled in the **Artist’s Marketing & Business Academy**. If you haven’t already, I recommend reviewing the welcome email and the Orientation call which will give you a lot of information about how to make the most of your Academy Membership Benefits. Check out what’s available for you from the Membership as soon as possible.

It was a pleasure doing the first session with you and I look forward to working together.

Warm regards,

Debra Russell  
Certified Business Coach