BONUS FOUR · YOU NEVER WONDER WHAT TO SAY

The Briefing Scripts Library

25 Word-for-Word Briefs for the Moments That Matter Most in Your Business

A prospect goes quiet. A referral opportunity appears.
An enrollment conversation is tomorrow.
Copy the brief. Your specialist does the rest.

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The Client Acquisition Department for Coaches

A WORD FROM KAREN

You Already Know How to Brief a Team.

In your corporate career, you never wrote a perfect memo to delegate a task — you gave a clear briefing to a capable person and reviewed their work. That's exactly what you'll do here, and these scripts make it effortless.

Here's how to use your library, with ease and joy:

1. Find the moment you're in. The briefs are organized by your three divisions — Marketing, Relationships, and Enrollment.
2. Copy the brief word for word into a new chat, and fill in anything in [brackets] with your specifics.
3. Review the draft like the leader you are. If it's not quite you yet, say so plainly — "warmer," "shorter," "more me" — and watch it transform.

One request from me: nothing goes out into the world until it sounds like you. Your voice is your genius work. These specialists draft; you decide.

Now — which moment are you in today?

DIVISION ONE

Your Marketing Division

Get seen and understood by premium buyers — with ease.

01 · When You Want This Week's Marketing Plan

BRIEF YOUR CHIEF MARKETING OFFICER

> *"Use my Chief Marketing Officer skill. Here's where my business stands: [current clients, conversations in progress, revenue goal for this quarter]. Create my focused plan for this week — the highly leveraged 20% of actions that will really move the needle. Keep it to what I can complete in [number] hours."*

02 · When Your Message Feels Fuzzy

BRIEF YOUR MESSAGING STRATEGIST

> *"Use my Messaging Strategist skill. My ideal client is [who], their urgent challenge is [what], and the result I help them create is [outcome]. Craft three versions of a clear, compelling one-liner they'll instantly understand — one for conversations, one for my LinkedIn headline, one for when someone introduces me."*

03 · When Your Profile Should Reflect the Leader You Are

BRIEF YOUR PERSONAL BRAND ADVISOR

> *"Use my Personal Brand Advisor skill. Here's my current LinkedIn About section: [paste]. I'm a former [role] who now helps [ideal client] with [challenge]. Rewrite it so it reads as the authority I am — warm, confident, and clear — and ends with a graceful invitation to connect."*

04 · When You've Been Quiet Online for Weeks

BRIEF YOUR CONTENT DIRECTOR

> *"Use my Content Director skill. My ideal clients are [who], and my point of view is [belief you champion — e.g., success with ease and joy is possible]. Plan my next two weeks of thought-leadership content and draft the first three posts in my voice — encouraging, generous, and real."*

05 · When One Great Insight Deserves a Full Week

BRIEF YOUR SOCIAL MEDIA MANAGER

> *"Use my Social Media Manager skill. Here's an insight from a recent client conversation (shared with permission and no identifying details): [insight]. Turn it into five posts for the week — one story, one lesson, one question for my audience, one practical tip, and one warm invitation to connect."*

06 · When Your Newsletter Is Overdue

BRIEF YOUR EMAIL MARKETING MANAGER

> *"Use my Email Marketing Manager skill. My readers are [ideal clients], and this month I want to share [topic or recent lesson]. Draft a warm, generous newsletter in my voice — one main insight they can use today, one client story if it fits, and a soft invitation to reply or book a conversation. Close it with my personal sign-off: [your closing]."*

07 · When You're Inviting Your List to an Offer

BRIEF YOUR EMAIL MARKETING MANAGER

> *"Use my Email Marketing Manager skill. I'm opening [offer name] — it helps [ideal client] [result], and enrollment closes [date]. Draft a three-email invitation series: one that teaches and announces, one that answers the questions they're quietly asking, and one graceful final invitation on deadline day. Give each email a reason to say yes today."*

08 · When You Need a Lead Magnet Ideal Clients Actually Want

BRIEF YOUR LEAD MAGNET ADVISOR

> *"Use my Lead Magnet Advisor skill. My ideal client is [who] and the challenge that keeps them up at night is [what]. Recommend three lead magnet ideas that deliver a quick, meaningful win, then outline the strongest one — title, sections, and the natural bridge to a conversation with me."*

09 · When You Want the Room Full for Your Event

BRIEF YOUR SOCIAL MEDIA MANAGER

> *"Use my Social Media Manager skill. I'm hosting [event] on [date] for [ideal clients], and they'll leave with [outcome]. Create a two-week promotion plan and draft the posts — each one inviting, none of them pushy, every one giving a reason to register today."*

10 · When a Client Win Deserves to Be Celebrated

BRIEF YOUR CONTENT DIRECTOR

> *"Use my Content Director skill. With my client's permission, here's their win: [what they achieved]. Draft a celebration post that honors their courage and brilliance first, shares one lesson any [ideal client] can use, and lets the transformation speak for itself."*

DIVISION TWO

Your Relationship Division

Turn the warm network you already have into conversations and referrals.

11 · When Your Pipeline Needs Warming

BRIEF YOUR RELATIONSHIP MANAGER

> *"Use my Relationship Manager skill. I'm reconnecting with my warm network this month — here are twelve people I've been meaning to reach out to, and what I know about each: [names and notes]. Draft a personal, classy reconnection message for each one. No pitch — genuine reconnection that naturally opens the door to a conversation."*

12 · When a Colleague Lands a New Role

BRIEF YOUR RELATIONSHIP MANAGER

> *"Use my Relationship Manager skill. [Name], a former colleague, just [new role or milestone]. Draft a warm congratulations that's completely about them — and closes with an easy, no-pressure invitation to catch up in the coming weeks."*

13 · When You Met Someone Promising at an Event

BRIEF YOUR RELATIONSHIP MANAGER

> *"Use my Relationship Manager skill. Yesterday I met [name] at [event] — we talked about [topic] and they mentioned [challenge or interest]. Draft a next-day note that continues our conversation, offers one genuinely useful thought, and invites a longer conversation over coffee or Zoom."*

14 · When Someone Who Loves Your Work Could Open Doors

BRIEF YOUR REFERRAL CONVERSATION ADVISOR

> *"Use my Referral Conversation Advisor skill. [Name] knows my work well and is wonderfully connected to [type of ideal client]. Help me prepare a graceful referral conversation — how to describe who I serve so I'm easy to refer, and how to make the ask feel like an honor for everyone involved."*

15 · When a Client Finishes With Beautiful Results

BRIEF YOUR REFERRAL CONVERSATION ADVISOR

> *"Use my Referral Conversation Advisor skill. My client [name] just completed our work together — their results: [outcomes]. Draft a celebration message that acknowledges their achievement and gracefully invites them to introduce me to one or two colleagues who want a similar transformation."*

16 · When a Prospect Went Quiet After a Great Conversation

BRIEF YOUR FOLLOW UP MANAGER

> *"Use my Follow Up Manager skill. [Name] and I had a wonderful conversation on [date] about [what they wanted]. They said they needed to think about it, and it's been [time]. Draft a warm, service-oriented follow-up that reopens the conversation with grace — adding value, never pressure."*

17 · When They Said "Check Back With Me Later"

BRIEF YOUR FOLLOW UP MANAGER

> *"Use my Follow Up Manager skill. [Name] asked me to check back in [month] about [what they were considering]. That time has arrived. Draft a follow-up that picks up our conversation naturally, shares one relevant insight or win since we spoke, and invites them to a conversation this week or next."*

DIVISION THREE

Your Enrollment Division

Convert conversations into consistent client contracts.

18 · When an Enrollment Conversation Is on the Calendar

BRIEF YOUR CONVERSATION COACH

> *"Use my Conversation Coach skill. I'm meeting [name], a [role], on [day] — they want [what they've expressed]. Prepare me: the questions that will serve them most deeply, how to present my offer as the natural next step, and how to invite a decision with confidence and grace."*

19 · When a Conversation Didn't Convert and You Want the Lesson

BRIEF YOUR CONVERSATION COACH

> *"Use my Conversation Coach skill. Here's what happened in my conversation with [name]: [summary — what they said, where it turned, how it ended]. Debrief it with me like a trusted mentor: what served them well, what I'd do differently, and the graceful follow-up that keeps the door open."*

20 · When They Said "I Need to Think About It"

BRIEF YOUR OBJECTION ADVISOR

> *"Use my Objection Advisor skill. [Name] was genuinely excited in our conversation, then said they need to think about it. What they want is [their goal]; what I sense is [your read — e.g., fear it won't work for them]. Give me the words to deepen the conversation with care — serving their decision, not pushing it."*

21 · When They Said "It's Not in the Budget"

BRIEF YOUR OBJECTION ADVISOR

> *"Use my Objection Advisor skill. [Name] wants [their goal] and says the investment isn't in the budget right now. My offer is [investment] and the result is [transformation]. Help me explore this honestly with them — the true cost of waiting, options I could offer with integrity, and language that honors their situation and their aspiration."*

22 · When They Need to Talk With Someone First

BRIEF YOUR OBJECTION ADVISOR

> *"Use my Objection Advisor skill. [Name] is ready and wants to speak with [partner / business partner] before deciding. Give me the words to support that conversation — what to send so they can share the value clearly, and how to schedule our next step now so the momentum stays warm."*

23 · When It's Time to Send the Proposal

BRIEF YOUR PROPOSAL WRITER

> *"Use my Proposal Writer skill. [Name] and I just finished a wonderful enrollment conversation. What matters most to them: [their words]. My offer: [structure, duration, investment]. Create a polished proposal that mirrors our conversation, leads with their desired transformation, and makes saying yes feel simple. I want to send it today, while the energy is warm."*

24 · When You Suspect You're Undercharging

BRIEF YOUR PRICING STRATEGIST

> *"Use my Pricing Strategist skill. My current fee is [amount] for [offer]. My clients achieve [results], and I serve [seniority of ideal client]. Recommend a premium pricing structure that reflects the transformation I deliver — with the positioning language that helps the right buyers confidently invest."*

25 · When It's Time to Raise Your Fees

BRIEF YOUR PRICING STRATEGIST

> *"Use my Pricing Strategist skill. I'm raising my fees from [current] to [new] beginning [date]. Help me announce this with elegance: the language for new prospects, and a graceful, appreciative message for current clients that honors our work together and gives them a golden opportunity to continue at their current rate before the change."*

ONE LAST THOUGHT

The Briefing Is the Beginning.

Twenty-five moments, twenty-five briefs — and soon, you won't need the scripts at all. You'll simply speak to your team the way you always have: clearly, warmly, and with intention. That's when your department truly becomes yours.

So keep this library beside your laptop, use it freely, and notice something as you do: every brief you send is a moment you chose leadership over doing it all yourself. That's how a business gets built with ease and joy.

Which brief will you send in the next ten minutes?

Love and great joy,