

Coach cover letter

Two sample letters, experienced and fresher. Keep the one closer to your situation, replace the text in [brackets] and every detail with your own.

SAMPLE LETTER: EXPERIENCED

Dear Practice Head,

I am applying to join the panel of associate executive coaches at [Organisation name]. I hold the ICF PCC credential with over 900 coaching hours, and I work mainly with mid-level and senior managers moving into larger leadership roles.

Before coaching I spent eleven years in sales leadership at a pharmaceutical company, managing regional teams of up to sixty people, so I understand target pressure and matrix reporting from the inside. Over the past five years I have delivered six-month engagements for managers in banking, pharma and IT services. For one bank I coached a cohort of twelve new branch heads, combining 360-degree feedback with fortnightly sessions, and their managers' feedback at the end led the bank to extend the programme to a second cohort.

I take regular supervision with a senior coach, follow the ICF Code of Ethics and agree clear confidentiality terms with sponsors at the start of every engagement. I refer clients to mental health professionals when the conversation moves beyond coaching.

I can take on four to six assignments at a time and travel to Mumbai and Pune for in-person sessions. My coaching profile and two client references are attached.

Regards,

[Your name]

SAMPLE LETTER: FRESHER

Dear Hiring Manager,

I am applying for the career coach role at [Organisation name]. I recently completed ICF-accredited coach training and hold the ACC credential, and before that I spent seven years in campus hiring for an engineering services company. Your programme for graduates from tier-2 and tier-3 colleges serves exactly the group I have been working with.

Since qualifying, I have coached 85 students and early-career professionals, mostly through a four-session programme covering role clarity, resumes and mock interviews. With a college in Aurangabad, I ran group sessions for 200 final-year students and then followed up one-to-one with 40 of them. Many were first-generation graduates, and several told me it was the first time anyone had asked what they actually wanted from work.

My recruitment years help me explain what hiring managers look for, while my coach training keeps me from simply handing out answers. I refer anyone showing signs of anxiety or distress beyond my scope to a qualified counsellor.

I am available to start within two weeks, can work evenings for learners who have day jobs, and am comfortable coaching in Hindi, Marathi and English.

Regards,
[Your name]

BEFORE YOU SEND IT

- Open with your niche and client type, such as first-time managers or junior footballers, then give your credential and approximate coaching hours or trainee numbers.
- Share outcomes in general terms without identifying clients or students, and mention how you handle confidentiality with sponsors, parents or employers.
- Say where your coaching stops and where you refer onward, to a counsellor, physiotherapist, doctor or dietitian; employers read this as a sign of professional maturity.
- Offer a demonstration session or a sample programme outline, and state your availability for evenings, weekends or travel, since coaching schedules rarely follow office hours.