**The Dear Jane Letter Template**

**THE LETTER:**

The “Dear Jane” letter is a simple message to email your existing contacts (friends, family, colleagues, co-workers, etc.) to let them know about your transition into starting your own business.

When starting your mailing list for your business, you don’t necessarily have permission from all your contacts to start emailing them right away about what you’re doing, asking for business, etc. That is considered SPAM and is a no no in business.

The contact list you create in your business is your GOLD MINE! And it needs to be treated as such – mindfully created, cultivated, nurtured and protected.

The first step to creating your official contact list for your business is by letting the contacts you do already know what you’re up to.

The Dear Jane letter is a quick way to contact all of your existing contacts and offer them an easy way to officially subscribe to your business mailing list. Plus, it offers a simple way for them to let other people they may know that could potentially be interested in what you’re doing.

The template below pulls data from “The 5-Part Conversation Template” that we shared in the previous training. So be sure to complete that exercise first so that completing this Dear Jane letter template will be a no-brainer.

**TEMPLATE:**

Hey there, $FIRSTNAME$,

Have you heard? I haven’t been sharing this with too many people as it’s a brand-new thing, but it’s time you knew.

Over the past several years, as you know, I’ve been involved in \_\_\_\_{enter existing job/career here\_\_\_}. One of the reasons I’ve loved doing that is because \_\_\_\_{enter your deep passion that crosses over to your new business here}\_\_\_\_.

I’ve learned that new way for me to do \_\_\_\_{enter your deep passion here}\_\_\_ to an even greater degree is through \_\_\_\_{enter industry you’re going in to; i.e. coaching}\_\_\_. Coaching is all about supporting others in being their best selves and living the life of their dreams. I’m so excited about this and have a renewed sense of passion and purpose with what I’m doing.

I’m happy to announce that I’m actually starting my own coaching business; in fact, I’ve already begun.

Let me ask you this question:

Do you know \_\_\_{Part 1}\_\_\_\_ that are struggling with \_\_\_{Part 2}\_\_\_?

Well through my new \_\_\_{Part 3}\_\_\_, I’m helping them \_\_\_{Part 4}\_\_\_\_.

In fact, I want to tell you about \_\_\_{Part 5}\_\_\_.

I’ve putting together a free resource, \_\_\_{insert Free Gift Title}\_\_\_\_ to share with people that they can instantly download and learn more about overcoming \_\_\_{Part 2}\_\_\_ and experiencing \_\_\_{Part 4}\_\_\_.

So if you would like to know more about this for yourself or even for someone you may know that would benefit from this, I’d love to share this resource with them.

You can find this resource here: \_\_\_{insert URL to free gift opt in page}\_\_\_.

When you click on the above link, you’ll be asked to enter your name and email and then you’ll immediately receive the report with the teaching points, strategies, tips and resources that will make the journey to experiencing \_\_\_{Part 4}\_\_\_ easier, quicker and way more fun!

Or feel free to pass this link along to others that you know would love to overcome \_\_\_{Part 2}\_\_\_ and finally, once and for all in their lives, experience \_\_\_{Part 4}\_\_\_.

I’m so excited about this new opportunity. I have to admit I’m a bit nervous about starting my new business, but I know that with how I’m getting prepared in advance and strategically focusing my efforts, I will be able to make a big impact in this world doing the work that I absolutely love.

If you’d love to grab coffee sometime, I’d love to tell you more about this and hear what you’ve been up to.

Sincerely,

\_\_\_{INSERT NAME}\_\_\_

P.S. Wanna grab coffee? Click here and let’s set a time to get together: \_\_\_{Insert Calendar URL}\_\_\_.