YOUR  
LOGO

**COMPANY NAME**

COACHING PACKAGE PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Name/Company Name] for professional coaching services. This proposal outlines a tailored coaching package designed to help [Client Name] or their team achieve clarity, growth, and performance goals through structured, results-driven coaching.

# Problem or Opportunity

[Client Name] is seeking personal or team development support in areas such as leadership, communication, goal-setting, or career transitions. Coaching provides a structured space for reflection, accountability, and lasting change.

# Proposed Solution

We propose a coaching package that includes scheduled one-on-one sessions, goal alignment, progress tracking, and optional assessments or tools.  
  
Key Benefits:  
- Personalized support and guidance  
- Clear action plans and accountability  
- Improved focus, confidence, and performance

# Scope of Work

The coaching package includes:  
  
- Initial goal-setting and intake session  
- [X] one-on-one coaching sessions (virtual or in-person)  
- Ongoing email support between sessions  
- Tools, exercises, and reflection prompts  
- Final review session and growth plan

# Timeline

Estimated schedule for coaching engagement:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Intake Session | Clarify goals and expectations | [Start Date] |
| Coaching Sessions | Regular coaching intervals | [Ongoing] |
| Midpoint Review | Evaluate progress and adjust plan | [Date] |
| Final Session | Wrap-up and growth plan | [Completion Date] |

# Pricing

Estimated pricing for the full coaching package:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Coaching Sessions | [X] one-on-one sessions | [Amount] |
| Support Materials | Exercises, tools, templates | [Amount] |
| Email Support | Between-session guidance | [Amount] |
| Total |  | [Total] |

# About Your Coach

[Your Name] is a certified coach with experience supporting professionals across industries to achieve growth and transformation.  
  
- Credentials: [Coaching Certification or Degree]  
- Experience: [X] years coaching in [fields or sectors]  
- Approach: [Brief coaching style description, e.g., goal-oriented, strengths-based]

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Leadership coaching for emerging manager  
- Outcome: Improved confidence, team feedback, and promotion readiness  
  
Testimonial:  
“[Your Name] helped me see what was holding me back and coached me through making real, positive changes.” — [Client Name], [Title]

# Terms and Conditions

Payment Terms: Full payment upfront or in two equal installments.  
Rescheduling Policy: 24-hour notice required for session changes.  
Confidentiality: All coaching conversations remain confidential.

# Acceptance

To begin the coaching package, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_