
Coaching Program Template

6-section fillable Google Doc · Build your program in 30 minutes

A working template for designing, running, and closing a coaching program — covering program overview, sessions, intake, weekly check-ins, mid-program reflection, and a graceful close-out with testimonial request. From the team at Paperbell.

How to use this template

1. Make a copy of this Google Doc (File → Make a copy).
2. Work through Section 1 first — your program overview shapes everything else.

3. Fill in the [BRACKETED FIELDS] as you go.
4. Customize the session count, frequency, and check-in cadence to fit your program.
5. When you're done, lift the relevant sections into your client onboarding, session notes, and email follow-ups.

Section 1 — Program Overview

Program name

[YOUR PROGRAM NAME]

One-sentence promise

By the end of this program, my clients will [SPECIFIC OUTCOME — E.G., HAVE A REPEATABLE WEEKLY SCHEDULE THAT PROTECTS THEIR DEEP-WORK TIME].

Who this program is for

[DESCRIBE YOUR IDEAL CLIENT — THEIR ROLE, STAGE, MAIN STRUGGLE]

Who this program is NOT for

[E.G., PEOPLE LOOKING FOR THERAPY, PEOPLE UNWILLING TO DO BETWEEN-SESSION WORK, ETC.]

Program length and structure

- **Duration:** [E.G., 12 WEEKS]
- **Number of sessions:** [E.G., 12 SESSIONS]
- **Session length:** [60 MINUTES]
- **Session frequency:** [WEEKLY / BI-WEEKLY]
- **Between-session support:** [E.G., 1 EMAIL CHECK-IN PER WEEK, RESPONSE WITHIN 24 HOURS MON–FRI]

Investment

[YOUR PRICE — PAID IN FULL AND/OR PAYMENT PLAN OPTIONS]

Section 2 — Module / Session Breakdown

Fill in the topic, key outcome, and core question(s) for each session. Adjust the number of sessions to fit your program.

Session	Topic	Key outcome	Core question(s) / exercise
1	[E.G., FOUNDATION / ASSESSMENT]	[OUTCOME]	[QUESTION OR EXERCISE]

Session	Topic	Key outcome	Core question(s) / exercise
2	[TOPIC]	[OUTCOME]	[QUESTION]
3	[TOPIC]	[OUTCOME]	[QUESTION]
4	[TOPIC]	[OUTCOME]	[QUESTION]
5	[TOPIC]	[OUTCOME]	[QUESTION]
6	[TOPIC – MID-PROGRAM REVIEW]	[OUTCOME]	[QUESTION]
7	[TOPIC]	[OUTCOME]	[QUESTION]
8	[TOPIC]	[OUTCOME]	[QUESTION]
9	[TOPIC]	[OUTCOME]	[QUESTION]
10	[TOPIC]	[OUTCOME]	[QUESTION]
11	[TOPIC]	[OUTCOME]	[QUESTION]
12	[TOPIC – INTEGRATION + CLOSE-OUT]	[OUTCOME]	[QUESTION]

Section 3 — Pre-Program Client Intake

Send these questions to your client before Session 1. Their answers will set the agenda for the program.

1. What's the specific outcome you want from this program? How will you know you got it?
2. What have you already tried? What worked, and what didn't?
3. What does a "good week" look like for you right now? What does a "bad week" look like?
4. What habits, routines, or people support you in moving toward this outcome? Which work against it?
5. On a scale of 1–10, how committed are you to doing the between-session work? What would move you a point higher?
6. Is there anything I should know about you — health, life circumstances, communication style, prior coaching — that would help me work with you better?
7. What's the one question you most want answered through this program?

Section 4 — Weekly Client Check-In

Send this short check-in mid-week between sessions (e.g., Wednesday if you meet Mondays). Takes the client 3–5 minutes; gives you 80% of session prep before the call.

1. What's one win from the past week — however small?

2. Where did you get stuck or notice resistance?
 3. What's the one thing you most want to work on in our next session?
 4. On a scale of 1–10, how on-track do you feel toward your program outcome? What would move you up one point?
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Section 5 — Mid-Program Reflection

Run this at the halfway point (e.g., before Session 6 of 12). It surfaces drift, course-corrects scope, and prevents end-of-program disappointment.

For the client to complete

1. Looking back at your pre-program intake, what's shifted? What hasn't?
2. What's the most useful thing you've learned in this program so far?
3. What's the gap between where you are and the outcome you described at the start?
4. What do you most want from the second half of the program?
5. What — if anything — would you ask me to do differently?

For the coach to review before the mid-program session

- Is the client still on track for the original outcome? Or has the real goal shifted?
- Where am I going off-piste in sessions? Where am I delivering value?
- What do I need to adjust in the second-half session plan?
- Are there any flags (energy, commitment, life circumstances) I should address directly in the next session?

Section 6 — Program Completion + Testimonial Request

Final-session structure

1. **Look back (15 min):** revisit the pre-program intake. What's shifted? Name specific changes.
2. **Name the wins (10 min):** get the client to articulate the 3 biggest changes from the program in their own words. (You'll use these later.)
3. **Name what's next (15 min):** what's the next 90 days? What support — if any — does the client need?
4. **The ask (5 min):** request a testimonial while the gains are fresh. Use the email template below to follow up.

Testimonial request email template

Send this within 48 hours of the final session.

Subject: A quick favor [and a thank you]

Hi [CLIENT FIRST NAME],

Thank you for the work you did over the last [12 WEEKS / X WEEKS]. Watching you go from [STARTING POINT] to [WHERE THEY ARE NOW] was genuinely a highlight.

A small favor: would you write a short testimonial I can share with future clients? It would help a lot.

You don't have to write anything fancy. The best testimonials are specific. Three short questions to get you started:

1. What was going on for you before we started working together?
2. What changed during the program — specifically?
3. What would you tell someone who's on the fence about coaching with me?

2–4 sentences total is perfect. Reply to this email when you have a chance — and let me know if I can quote you by name.

Thanks again for trusting me with this work.

[YOUR NAME]

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