# Life Coach Posting Steps

Honest coaching posts that stay clear of therapy.

**Name:** _____ **Date:** _____

### 1. Rules first

FTC, ethics code, title laws.

### 2. Your scope

Who you coach and who you refer.

### 3. Pillars

Five or six, plus safety.

### 4. Safety post

988, 911, not crisis support. Pin it.

### 5. Your title

Only credentials you hold.

### 6. No promises

No results or income claims.

### 7. Source facts

ICF, studies, FTC, named.

### 8. Rhythm

Two or three posts a week.

### 9. Replies, review

Stay in scope by DM. Check monthly.

## What this planner is and is not

A plan for honest coaching posts, not advice for any one client.

| | |
|---|---|
| **Is**<br>Public education and logistics | Pillars, dates, care checks |
| **Is not**<br>Not crisis support | Therapy or a promise |
| **Care**<br>No client stories without consent | Sourced, modest, private |

**Say it on every safety post: this account is not monitored for emergencies.**

**Crisis or thoughts of suicide: call or text 988, 24/7.**

**Immediate danger: call 911 now. Coaching is not therapy.**

Mental health symptoms: refer to a licensed therapist. Not affiliated with ICF.

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# Life Coach Content Planner

Four weeks of pillars, post ideas and care checks.

**Name:** _____ **Date:** _____

| Week | Pillar | Post idea | Care check |
|---|---|---|---|
| Week 1, A | | | |
| Week 1, B | | | |
| Week 2, A | | | |
| Week 2, B | | | |
| Week 3, A | | | |
| Week 3, B | | | |
| Week 4, A | | | |
| Week 4, B | | | |

**Practice details and replies**

My niche and who I coach: _____

Credential and who issued it: _____

What I do not work on: _____

Who I refer to (therapist, doctor): _____

Sources I trust (ICF, studies, FTC): _____

Standard reply to crisis DMs: _____

My client story consent rule: _____

Posts to pin, highlights to update: _____

988 crisis line. 911 emergencies. Account not monitored.

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# Life Coach Post Care Check

Read each post as a careful first-time client would.

**Name:** _____ **Date:** _____

| Check | Post 1 | Post 2 | Post 3 | Post 4 |
|---|---|---|---|---|
| Only credentials I hold, issuer named | ☐ | ☐ | ☐ | ☐ |
| No therapy titles or treatment words | ☐ | ☐ | ☐ | ☐ |
| No results or income promise | ☐ | ☐ | ☐ | ☐ |
| No client story without consent | ☐ | ☐ | ☐ | ☐ |
| No fake scarcity or countdown | ☐ | ☐ | ☐ | ☐ |
| Source named on any fact | ☐ | ☐ | ☐ | ☐ |
| Affiliate links and referral fees disclosed | ☐ | ☐ | ☐ | ☐ |
| Prices and policies current | ☐ | ☐ | ☐ | ☐ |
| 988 and 911 lines if needed | ☐ | ☐ | ☐ | ☐ |

## Life coach posting pocket cards (cut out)

| | | |
|---|---|---|
| Privacy<br>No client stories | Title<br>Only what I hold | Promises<br>None, ever |
| Income<br>No earnings claims | Scope<br>Coaching, not therapy | Reviews<br>Ask everyone |
| Facts<br>Cite the source | Crisis<br>Call or text 988 | Danger<br>Call 911 now |

General information, not therapy. 988. 911. Not monitored.

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## Life Coach Instagram Templates

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