



# Your Digital Footprint

**SMA** DIGITAL

# Your Digital Footprint

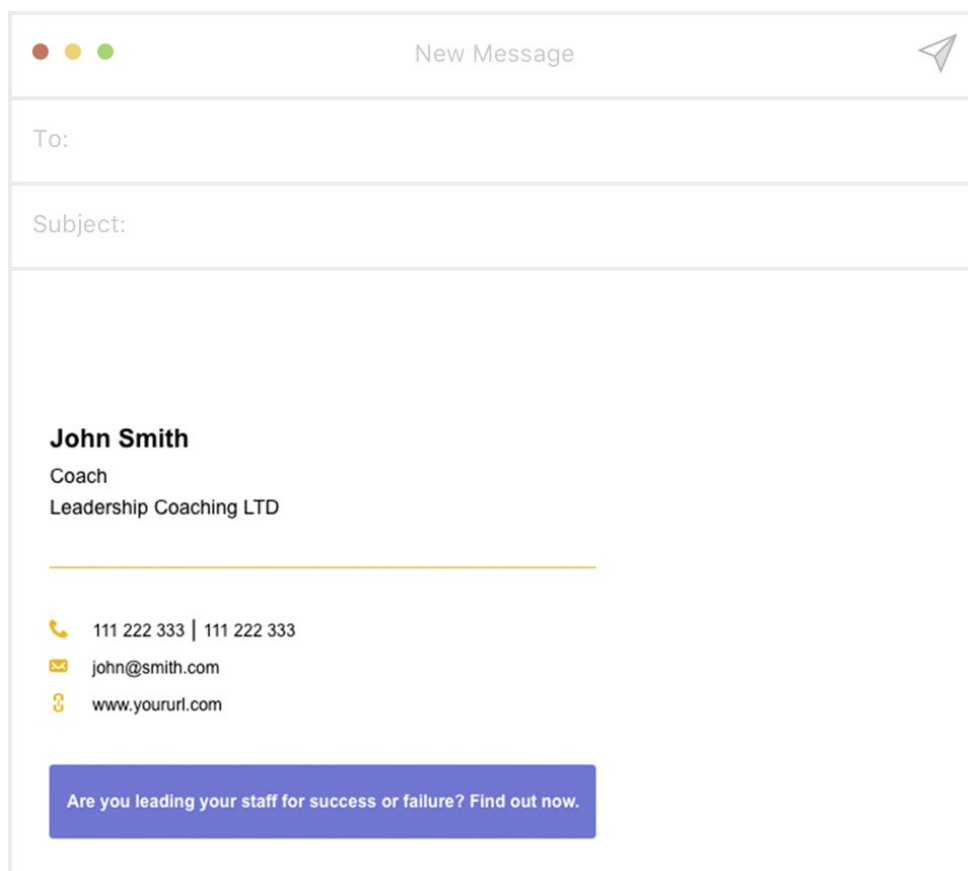
## Email Signature

Learn your <insert outcome> with our 5-minute quiz: <insert title of your quiz here as link>.

Or

<Insert title of your quiz here as link>: take our quick quiz to find out <insert outcome> here. <hyperlink 'here'>

Your hyperlink should be a link straight to your quiz landing page such as [www.assess.coach/john](http://www.assess.coach/john)



The image shows a screenshot of an email signature template within a 'New Message' window. The window has a title bar with three colored dots (red, yellow, green) on the left and a paper plane icon on the right. Below the title bar are two input fields: 'To:' and 'Subject:'. The main body of the email contains the following signature information:

**John Smith**  
Coach  
Leadership Coaching LTD

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📞 111 222 333 | 111 222 333  
✉️ john@smith.com  
🌐 www.yoururl.com

At the bottom of the signature area is a purple button with the text: "Are you leading your staff for success or failure? Find out now."

### Bonus Resource:

Want a really professional looking signature? Check out the Signature Generator by Hubspot here:

<https://www.hubspot.com/email-signature-generator>

### Bonus Tip:

Including your quiz in your email signature is a quick and easy way for potential clients to get a taste of your services, plus it can open up new avenues of business for existing clients who may not be aware of everything you offer.

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## Your Website

*With a button:*

<Insert title of your quiz>

Discover your <insert outcome> with our free 5-minute quiz.

Button: Start Now for Free.

Your button should have an action on it such as "Start", "Take", "Discover" etc.

*Or without a button:*

<Insert title of your quiz here as a link>: take our quick quiz to find out your <insert outcome> here. <hyperlink 'here'>

The screenshot shows the footer of the Tendo website with navigation links: Why we care, Why work with us, Ways to work with us, Inspiration, and Contact. Below the navigation is the Tendo logo with the tagline "more time, more money, more choice".

The video player features a man speaking with a red play button overlay. The video title is "Do you need help?". The video player includes "Watch later" and "Share" icons. To the right of the video player, the text reads: "Take our FREE diagnostic now to see where you need support in your business", "Helping you to achieve more time, more money, more choice", and a button labeled "Take your free diagnostic".

Below the video player, the text reads: "Do more with less... Catapult your business growth with smart strategy". To the right of this text is a pink box with the text "Knowledge is power".

### Bonus Tip:

Easily add your quiz link to the bottom of every page on your website by including it in your web footer.

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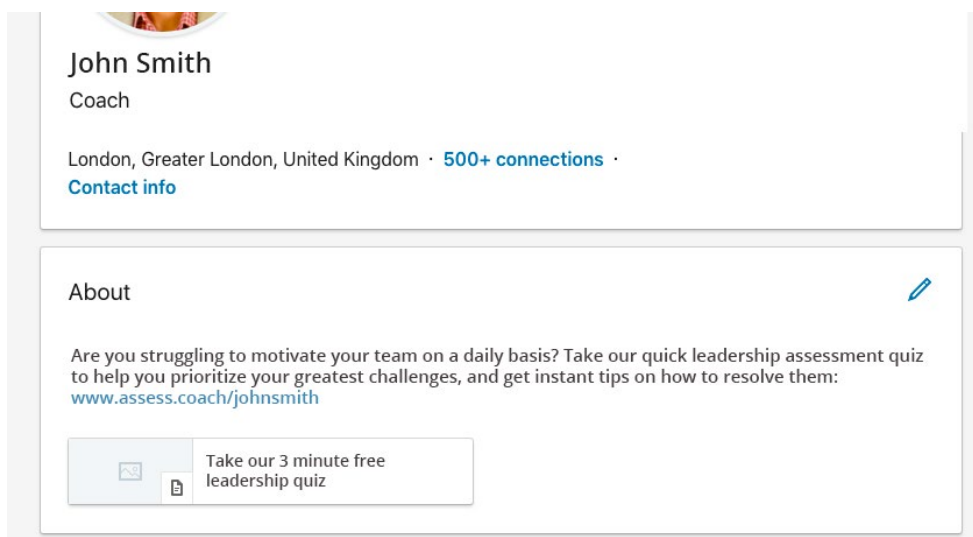
## LinkedIn Profile

*If you're a life coach, you could use something like:*

"How do you get out of bed in the morning? Do you jump out full of energy, or do you keep hitting the snooze button?"


Adjust with the challenge your ideal clients have right now and what you can help with?

Take our quick quiz to learn more about what's holding you back from loving every single day of your life: [<insert your quiz link URL>](#)"





**John Smith**  
Coach

London, Greater London, United Kingdom · [500+ connections](#) · [Contact info](#)

**About** 

Are you struggling to motivate your team on a daily basis? Take our quick leadership assessment quiz to help you prioritize your greatest challenges, and get instant tips on how to resolve them: [www.assess.coach/johnsmith](http://www.assess.coach/johnsmith)

  Take our 3 minute free leadership quiz

### Bonus Tip:

LinkedIn users are more likely to be professionals than Facebook connections, but they're not always actively looking for a coach. Rather than making your statement a strong sell, spark their interest by inviting them to learn about something they may not have considered as a problem yet,

# Your Digital Footprint

## Facebook

Does your business have an amazing concept with quality products, but is still struggling to make ends meet?

Take our quick <self-assessment/quiz name> quiz to find out what's blocking you from making your business a success – and what you can do about it today: <insert your quiz link URL>

Adjust with the biggest issues your clients are facing that you can help with.



### Bonus Resource:

Want professional designed images at a super low cost? Check out [Fiverr.com](https://www.fiverr.com) for **Facebook post image creations** starting from \$5.

### Bonus Tip:

Generally, people on Facebook are not actively searching for a coach. So they tend to be cold leads that you want to invite to take your quiz, and then continue to nurture and warm up over time.

# Your Digital Footprint

## Online Directories

“Are you looking for a life coach to help you with [<insert problem>](#)? Find out if I’m the right fit for you by taking my 3-minute [<self-assessment/quiz name>](#) quiz. Not only will you discover the areas where I can help you the most, it will also give you targeted tips you can implement right away for an instant shift. Get started: [<insert your quiz link URL>](#)”

Adjust with the type of coach you are.

Or

“Need a coach to help you shift from [<problem>](#) to [<solution>](#)? Get a taste of how I work by taking my quick [<self-assessment/quiz name>](#) quiz. It’ll help you to prioritize what to work on first and give you tips tailored to your immediate needs, so you can get started on a solution straight away. Try it now here: [<insert your quiz link URL>](#)”



**Executive Coach**, Coach Supervisor,  
Leadership Coach

Reading, Oxford and SW London



5/5 ★

12 years of coaching

Face to Face, Telephone

Contact details

Send message

★ Review this coach

### About me

Are you looking for an executive coach to help you become the best leader you can be? Find out if I’m the right fit for you by taking my 3-minute leadership quiz.

Not only will you discover the areas where I can help you the most, it will also give you targeted tips you can implement right away for an instant shift.

Get started: [www.assess.coach/johnsmith](http://www.assess.coach/johnsmith)

### Professional Body

International Coach Federation

### Qualifications

PCC ICF Professional

### Bonus Tip:

People searching a coaching directory are gold, because they’re actively looking for a coach. Make sure you give them a strong reason to try your quiz and consider using your services, compared to anyone else in the same field.

# Your Digital Footprint

## Blog

“Are you ready to take your life skills to the next level? Try <your name>’s free quick <self-assessment/quiz name> quiz to find the key areas you need to focus on, and instantly access powerful resources that will inspire you to take action today.” <title of your quiz here as a link>

Adjust with the details more relevant to what you do and what your quiz is testing people on.



Contributor

## John Smith - Coach

John is a professional leadership coach from London, U.K.

Are you ready to take your leadership skills to the next level? Try John’s free leadership self-assessment quiz to find the key areas you need to focus on, and instantly access powerful resources that will inspire you to take action today:

Follow



### Bonus Tip:

Google is a great place to start in the search for guest posting opportunities.

You can simple keyword searches to find blogs that accept guest posts.

For example, ‘Google’ any of the following:

Business coach “submit a guest post”  
SME business owners “accepting guest posts”  
Leadership coach “guest post guidelines”

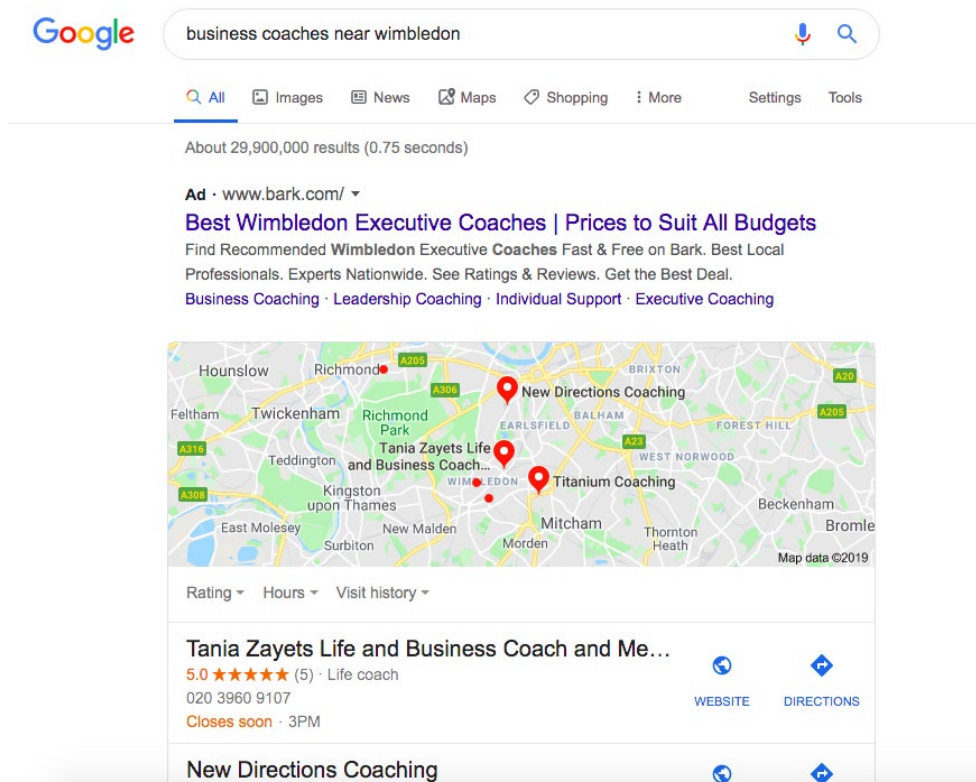
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## Google Map Entry

“Need a local coach to help you shift your <career/business/life> to the next level?

You could also replace 'local coach' with the city you are in. E.g. Need a coach in Wimbledon...

Try my quick <self-assessment/quiz name> quiz to discover what your top priorities need to be, and get instant tips that will inspire you to take action today: <insert your quiz link URL>”



Head to <https://places.google.com> to create your own listing for free.

### Bonus Tip:

Entries on Google Maps also show up at the top of Google searches for keywords like “business coaches near Wimbledon”. People searching this way are hot leads because they’re actively searching for a coach. Then it’s just a matter of giving them the next step of engaging with your quiz to warm them up. Often these types of leads are the ones who are willing and ready to take up your free call offer.