

Jumpstart

RECRUITMENT
GUIDE

for

Parent Coaches

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U G P A R E N T
C O A C H I N G

Email/Text Templates



Email/Text Template #1

Subject: Registration is OPEN for Unplowed Ground Jumpstart

Email Body:

Hello Friend,

I know we all desire to bring calm to the chaos that early childhood trauma can bring to our homes. If you're like me, you have probably tried everything you can to help your child heal - from regular parenting techniques to therapy and everything in between, but nothing seems to work. You are NOT alone!

I would like to share with you something that has changed my family forever and that is Unplowed Ground Therapeutic Parenting.

Unplowed Ground Jumpstart is a 5 week program to help your child move toward a more secure attachment. Throughout the program you will learn strategies to help soften their hearts, grow a root of trust, and uproot thorns of trauma! The best part is that I will be with you every step of the way as your parent coach!

Will you join me in beginning a journey to a more secure attachment with your child?

I don't want you to miss out on this amazing opportunity - Sign up TODAY!

<https://unplowedground.org/join-jumpstart/>

-Your Name

Email/Text Template #2

Subject: FREE RESOURCE - Brain Development and Trauma

Email Body:

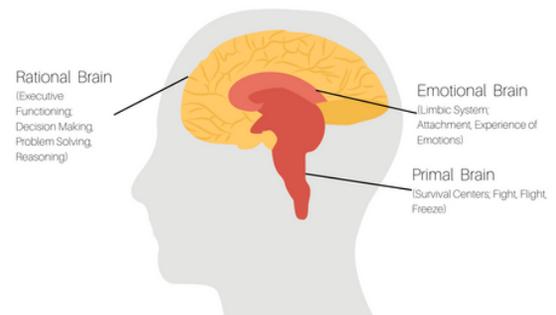
Did you know that developmental trauma affects the way the brain develops?

Developmental Trauma weakens the architecture of the developing brain, which can lead to lifelong problems in learning, behavior, physical, and mental health.

Children from trauma often live in the survival centers of their brains. We can teach you strategies that will help you rewire your child's brain and help them develop new neural pathways that will allow them to begin to heal.

Join this round of Unplowed Ground Jumpstart to learn more!

<https://unplowedground.org/join-jumpstart/>



Toxic Stress, resulting in Developmental Trauma, weakens the architecture of the developing brain, which can lead to lifelong problems in learning, behavior, and physical and mental health.

Typical Development



Development Trauma





Email/Text Template #3

Subject: LAST CHANCE to Register for Unplowed Ground Jumpstart

Email Body:

If you have not had an opportunity to register, now is your LAST CHANCE!
This round of Unplowed Ground Jumpstart begins MONDAY!

I am so passionate about sharing how this program changed our lives and brought peace back to our home. Don't just take my word for it, hear from an Unplowed Ground Family.

“Before implementing Unplowed Ground, our 3 year old was very aggressive with our two other children, was very defiant when instructed to do anything, was throwing major temper tantrums, etc. After Unplowed Ground, her behavior did a complete turn around. She is no longer aggressive and the defiance has slowly faded away. She is thriving, and we are thriving, because we now have tools to use with her that are effective and tailored for her needs.”

Join us for Jumpstart and soon you will be sharing your own story of change in your child!

<https://unplowedground.org/join-jumpstart/>

U G P A R E N T
C O A C H I N G

Social Media Posts

Social Media Post #1

Caption

Parenting a child from trauma is a sacred privilege. But when a child carries the scars of abuse into a home, it can cause confusing chaos.

In Unplowed Ground, you'll learn the basics of human attachment and why attachment matters, specifically in the relationships of a child who has been affected by trauma. You'll learn how to establish felt safety for your child, and why that can make all the difference in his/her behavior toward you. You'll learn how to cultivate the soil of your child's heart... and in so doing, bring peaceful clarity to your entire home. There are no "quick fixes" to trauma. But there are answers. There are strategies. There is help.

The next round begins _____!



JUMPSTART
UNPLOWED GROUND THERAPEUTIC PARENTING

Customized trauma-informed solutions for your child's current struggles, behavior challenges, and relationship barriers. Healing is in reach.

SIGN UP FOR OUR NEXT ROUND

<https://unplowedground.org/join-jumpstart/>



Social Media Post #2

Caption

While it's never too late too late to begin working with your child to help them heal from trauma, we hear this all too often... "I wish I knew about this program years ago." This resource can change your life, your child's life, and revolutionize your home.

We believe every child deserves a family, and every family deserves to be equipped to help their child heal from trauma. You can do this and we are here to help you! Register for our next round of Unplowed Ground Jumpstart to get coaching, community, and the help you need to restore your home!





Social Media Post #3

Caption

jumpstart is our 5 week therapeutic parenting course, designed to equip parents to help their children heal from trauma. It includes:

- Weekly Live Group Call and Q&R with Lee Anne Cooper
- Weekly Coaching Consults with your own personal, certified Unplowed Ground Parent Coach
- 24/7 Access to Unplowed Ground Jumpstart portal (includes 5-week online course with training videos, Unplowed Ground Tools Manual, and Jumpstart Workbook)
- Parent coaching emails and texts to help you stay on track

Unplowed Ground *Jumpstart*



PERSONALIZED & EFFECTIVE COACHING

In weekly, one-on-one consultations, your personal parent coach answers each of your questions and offers customized trauma-informed solutions for your child's current struggles, behavior challenges, and relationship barriers.



UNDERSTANDING & SUPPORTIVE COMMUNITY

Throughout the program, you will have the opportunity to connect and hear from other parents who understand the unique journey of loving a child from trauma and waiting to see them heal.



WEEKLY LIVE TEACHING

In addition to access to all of the Unplowed Ground training videos and materials, Lee Anne Cooper provides additional training in weekly live video calls ending with Q&A.

REGISTER TODAY AT
[UNPLOWEDGROUND.ORG/JUMPSTART](https://unplowground.org/jumpstart)



Social Media Post #4

Caption

I am so passionate about sharing how this program changed our lives and brought peace back to our home. Don't just take my word for it, hear from an Unplowed Ground Family.

“Before implementing Unplowed Ground, our 3 year old was very aggressive with our two other children, was very defiant when instructed to do anything, was throwing major temper tantrums, etc. After Unplowed Ground, her behavior did a complete turn around. She is no longer aggressive and the defiance has slowly faded away. She is thriving, and we are thriving, because we now have tools to use with her that are effective and tailored for her needs.”



U G P A R E N T
C O A C H I N G

Marketing Timeline / Strategies

U G P A R E N T
C O A C H I N G

When do I share this
information?

Emails and Texts

Email/Text #1 -
Monday after previous
Jumpstart Ends

Email/Text #2 -
Friday of the same week

Email/Text #3 -
Friday before next Jumpstart

U G P A R E N T
C O A C H I N G

When do I share this
information?

(Optional) Social Media Posts -

Anytime between Jumpstart
Rounds

U G P A R E N T
C O A C H I N G

Who do I share this information with?

- Anyone you know who has a child affected by childhood trauma.
- Anyone in your sphere of influence.

Individually our reach is limited, but together we can provide the opportunity for more families to be equipped and more children to move toward a more secure attachment.