



First-Session Starter Kit

Your complete guide to conducting powerful first coaching sessions—including a proven script, seven transformative questions, intake template, and 30/60/90 framework.

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Everything You Need to Start Strong



Quick-start guide

Simple framework to launch your first session with confidence and clarity.



Discovery call script

Proven opening questions that create safety and establish clear value.



Seven powerful questions

Transformative prompts that move clients from confusion to committed action.



Printable intake template

Professional form to capture essential information and set the foundation.



30/60/90 action plan

Strategic roadmap that breaks big goals into achievable milestones.

Why This Approach Works



Clear purpose for every session

You'll know exactly what to accomplish in the first 30 minutes, creating confidence for both you and your client.



Simple structure keeps you on track

A proven framework prevents wandering conversations and ensures meaningful progress happens every time.



One next step starts real progress

Every session ends with a single, specific action—so clients leave energized and equipped to move forward.



Quick Start: Your First 30 Minutes

1

Create safety and find clarity

Establish trust and help your client identify what success looks like in this session.

2

Agree on one concrete step

End with a single action your client commits to taking before your next conversation.

Time commitment

Just 30 minutes—focused and effective.

What to prep

Quiet space, timer, this kit ready to reference.

30-Minute Session Outline

Minutes 0–5: Connect and define value

Open with warmth. Ask: "What would make these 30 minutes valuable for you?" This single question sets direction and builds partnership.

1

2

Minutes 5–20: Explore with powerful questions

Use two or three questions from your toolkit to uncover the real challenge, clarify what matters most, and reveal what's possible.

Minutes 20–30: Decide next step and schedule

Guide your client to choose one specific action they'll take this week. Set a follow-up date before you end the call.

3

Discovery Script: Opening Questions

Start with questions that invite honesty and establish what success looks like. These simple prompts create psychological safety and help your client articulate their hopes.

"What would make these 30 minutes valuable for you?"

This puts your client in the driver's seat and clarifies expectations immediately.

"If a small win happened this week, what would it be?"

Focuses attention on achievable progress rather than overwhelming big-picture change.



Discovery Script: Clarify and Explore

"If things were better in 90 days, what would be different?"

Paints a picture of the desired future and reveals what truly matters.

"Which area matters most today?"

Helps narrow focus when clients feel overwhelmed by multiple challenges.

"What have you tried so far, and what helped?"

Uncovers existing strengths and validates efforts already made.

"What might be the real obstacle?"

Invites deeper reflection beyond surface-level problems to root causes.



Seven Powerful Questions: Part One

01

What's a meaningful outcome in 90 days?

Establishes a concrete, time-bound target that feels both ambitious and achievable.

02

What have you tried, and what helped?

Builds on past wins and identifies patterns of success your client can repeat.

03

What's the real obstacle under the obvious one?

Reveals hidden fears, beliefs, or barriers that must be addressed for real progress.

04

What's the cost if nothing changes in 6–12 months?

Creates urgency by making the price of inaction clear and tangible.

Seven Powerful Questions: Part Two

01

What becomes possible with progress?

Shifts focus to hope and opportunity, energizing your client toward action.

02


What are your options? List at least three.

Expands thinking and prevents premature commitment to a single path.

03

What's your next step, and when will you do it?

Turns insight into commitment with a specific action and deadline.

 **Pro tip:** Choose two or three questions per session, not all seven. Quality of exploration matters more than quantity covered.

Ready to Start Coaching?

Try this week

Invite one person to a 30-minute coaching session. Use the discovery script and pick two questions that feel natural. End by helping them choose one next step and set a date to complete it.

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Take your next step

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