

The Expecting Entrepreneur

Parental Leave Client Communication Scripts

Initial Parental Leave Notification

Example 1

Good morning [Client Name],

Did you know we are welcoming a new baby? The due date, [insert date], is quickly approaching, and I will be working a reduced schedule after the baby is born. Here are a few key dates to keep in mind:

- [insert date]: This will be the last day for in-person appointments.*
- [insert date]: Last day for phone appointments and video conferences.*
- [insert date range]: I will be working a reduced schedule, and you can anticipate a -3-day response time via email. If there is an emergency, I can be reached at [insert phone number]. For non-emergencies, please email me.*
- [insert date]: I will be available for phone calls and video conferences.*
- [insert date]: I will be available for in-person meetings again.*

If you would like to schedule an appointment prior to [insert last date for appointments], you can view my calendar and choose a time by clicking here [link to calendar].

Thank you for your understanding during this time. I'll be sure to send updates once the baby arrives!

Example 2

Hi [Client Name],

I have some exciting news to share: the [business name] team is expanding!

I have just entered my third trimester of pregnancy, which means that scheduling our continued work together will be a big focus in the coming months.

My official due date is [insert date] and I will continue seeing clients until [insert date]. Post-baby, I'll be taking [insert dates] off completely to adjust and bond with my little one. My team will be stepping in and can be reached via email. I will log in intermittently, although response times will likely be delayed.

From there, my calendar will open back up for scheduling on select days each week, starting [insert date].

I'm so thankful for the kind words, support, and well wishes we've received and I'm looking forward to providing more updates on this new and exciting chapter in the months to come.

If you have any questions, please feel free to reach out to me by replying to this email.

Example 3

Dear [Client Name],

Did you know we are welcoming a new baby in a few weeks? The expected due date is [insert date]. Here are some details about how this affects our work moving forward.

A few key dates to keep in mind:

- [insert date]: This will be the last day for coaching calls.*
- [insert date range]: I will be working a reduced schedule and my team will be responsive as usual via email.*
- [insert date]: I will start scheduling coaching calls again.*

If you'd like to book a call for [date of return], you can view my calendar and choose a time by clicking here [insert link].

I'll be sure to send updates once my little one arrives!

Going Offline Notification

Hi [Client Name],

As I head out on parental leave on [insert date], I wanted to assure you that you are in great hands with my team. As a reminder, here are a few key dates for you to keep in mind:

- [insert date range]: I will be working a reduced schedule and my team will be responsive as usual via email.*
- [insert date]: I will start scheduling coaching calls again.*

If anything needs my urgent attention, my team will contact me directly.

I'll be sure to update you soon!

Client Email Management While on Leave/Prospective Client Communication

Thank you for reaching out! I will be on parental leave until [insert date]. A member of my team will be responding to all emails until then, and you can expect a response within [insert time frame]. In the meantime, we hope some of the links below can help you find what you are looking for.

Current Clients:

- Link to book time with me after I return from parental leave*

Prospective Clients:

- Link to services page*
- Link to application form for working together*
- Link to schedule an introductory call*

Return to Work Notification

Hi [Client Name],

I hope you have been well these past few [weeks/months]. I am thrilled to introduce [insert baby name, picture or any other details you'd like to share].

I am reaching out to let you know I am back in the office and my calendar will be opening up to clients again as of [insert date.] As a reminder, my current schedule is [insert work hours] and my email response time will be [insert response time].

I am looking forward to our continued work together!