

PLAYER CARD ANNOUNCEMENT VIDEO SCRIPT (for Coaches)

Hey team! I'm excited to roll out your new Player Card — a simple tool we've created to help streamline how people connect with you and help you drive more leads from your social media.

Instead of sending different links for your application, your booking page, your website, your socials...everything is now all in one place.

I've already set the whole thing up for you on the backend so all you have to do is:

1. Double check that you approve your headshot
2. Customize your shareable URL
3. Add the link to your social media bios + your email signature

This should take you no more than 5 minutes.

Once you do that, you can start using your Player Card by:

- Using "Find it at the link in my bio" calls to action in your content
- Sending this link when a referral partner asks for your info
- Use it as a digital business card at open houses or events
- Add it to your text, email, or DM outreach and follow-ups

And the best part? You'll be able to track which links people are clicking so you know what's actually working — and what to lean into.

The link to access your Player Card is in the email I just sent, or you can find it inside your SocialCoach account.

Go make it yours — and reach out to me if you want help customizing your bio, links, or photo. Excited to see how you all use this to drive more clicks and upgrade your online presence!