

BOLD

Role: Social Media Appointment Setter

Fully Remote, Flexible Schedule | 30-35 hours a week (base pay + commission structure)

About Bold

Bold exists to help women turn their expertise into thriving coaching businesses that create both freedom and impact.

We believe women don't have to choose between meaningful work and a meaningful life. Through coaching, education, and community, we help women build businesses that allow them to work smarter, serve boldly, and create lasting transformation.

Our company is purpose-driven, people-first, and deeply influenced by our Christian faith and values of integrity, excellence, courage, generosity, and service. Whether we're coaching clients or welcoming new people into our community, we lead with authenticity, compassion, and high standards.

We're growing quickly, and we're looking for someone who loves connecting with people as much as we do.

About the Role

This isn't a typical sales job.

You're not cold calling. You're not convincing people to buy something they don't need.

Instead, you'll identify women who are already looking for guidance, start authentic conversations on social media, build genuine relationships, and help connect qualified prospects with our coaching team.

You'll become the first impression of Bold. Your conversations will help women feel seen, understood, and excited about what's possible for their future.

What You'll Do

- Start meaningful conversations through Facebook and Instagram
- Build relationships using our proven messaging systems
- Recognize buying signals and coaching opportunities
- Qualify potential clients
- Book appointments for our sales team
- Keep accurate notes inside our CRM
- Track conversations and follow-up consistently
- Collaborate with our coaching and sales teams
- Learn our messaging while using good judgment to personalize conversations
- Help create an exceptional first experience for every prospect

You're Probably a Great Fit If You...

- Love talking with people online
- Are naturally curious and ask thoughtful questions
- Can build trust quickly
- Have excellent written and in-person communication skills
- Are organized and dependable
- Follow systems well - but know when empathy matters more than a script
- Notice details others miss
- Aren't discouraged by hearing "no"
- Stay positive without needing constant motivation
- Enjoy learning and receiving coaching
- Love improving your skills
- Can manage multiple conversations at once
- Take ownership instead of waiting to be told what to do

Technical Skills

Experience with some or all of these is helpful:

- Facebook, Instagram and Meta Business Suite
- Google Workspace and Spreadsheets - for organization, not equations
- CRM Software (We use Go High Level for Client Relationship Management)
- ChatGPT, Claude or other AI tools
- Project management software (We use Asana)

You don't need to know every platform, but you should be comfortable learning new technology quickly.

Our Ideal Team Member

We're looking for someone who is:

- Bold
- Coachable
- Emotionally intelligent
- Resourceful
- Self-motivated
- Growth-minded
- Highly organized
- Professional
- Fun to work with

Our Core Values at Bold

- **Authenticity** - We show up as our true selves. Unapologetically real, yet rooted in radical encouragement. We believe honesty and kindness can co-exist, and we lead with both.
- **Integrity** - We do what's right, not what's easy. We don't just talk about values, we live them. Grit, character, and follow-through are non-negotiables.
- **Radical Responsibility** - We own our choices, our energy, and our outcomes. No blaming. No excuses. We lead with maturity and clarity.

What Success Looks Like

Within your first 90 days you'll be confidently:

- Starting conversations daily
- Building relationships that convert into appointments
- Maintaining an organized pipeline
- Following up consistently
- Contributing ideas to improve our systems
- Becoming a trusted part of our sales team

Growth Opportunities

We're building something special.

This role has room to grow into leadership, sales, client success, coaching or other opportunities as our company expands.

If you're looking for "just another remote job," this probably isn't it. If you're looking for meaningful work where your conversations genuinely change lives... we'd love to meet you.

To Apply

Please email the following to Andrea Engstrom at andrea@andreaengstrom.com:

- A brief introduction email about why this role excites you
- Your resume
- A short video (2–3 minutes) introducing yourself and sharing why you'd be a great fit for Bold

We can't wait to meet you.