

# SHANNON BIRCH

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Hiring Team  
MRF Coaching

## RE: Application for Online Fitness Coach

Dear Hiring Team,

I am writing to submit my application for the Online Fitness Coach position at MRF Coaching. As a Bachelor of Exercise Science graduate with over a decade of industry experience—ranging from owning a boutique studio to running my own systems-driven online coaching business—I resonate deeply with your evidence-based, results-driven approach.

Please find below my responses to your key selection criteria:

### 1. RELEVANT PERSONAL TRAINING AND COACHING EXPERIENCE

My experience is dual-faceted, covering both in-person transformational training and high-touch online coaching.

- **Online Coaching Expertise:** As the founder of *Plant Based Balance*, I built a fully remote coaching business where I manage clients via digital platforms (similar to Trainerize). I am well-versed in providing weekly video check-ins, adjusting macronutrient targets based on bio-feedback, and navigating clients through "real life" obstacles like social events and stress.
- **Evidence-Based Programming:** With a background in Exercise Science, my programming is strictly evidence-based. I have extensive experience designing hypertrophy and body recomposition phases, ensuring clients achieve sustainable results without "bro-science."
- **Client Relationship Management:** Whether running my studio (*Coco's Personal Training*) or coaching online, my retention strategy has always been built on empathy and connection. I understand that the psychological aspect of coaching—building confidence and mindset—is just as important as the physical protocols.

## **2. WHY THIS ROLE APPEALS TO ME**

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After years of wearing every hat as a business owner—from marketing and sales to tech support—I am seeking a role where I can focus purely on what I do best: **coaching**. I am eager to join a thriving, established team like MRF Coaching where the systems and structures are already in place, allowing me to dedicate my energy to client results rather than business administration.

Additionally, I admire MRF's commitment to "no ego" and "evidenced-based" results. High-integrity coaching culture is rare, and I want to be part of a team that values professional excellence and genuine client care over toxic gym tropes.

### **3. WHY I AM A SUITABLE CANDIDATE**

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I believe I offer the perfect balance of experience and "coachability":

- **Systems-Oriented & Tech-Savvy:** I love structure. I have personally built automation workflows (using Zapier/Webhooks) for my own business, so I will adapt to MRF's existing frameworks and software ecosystem seamlessly. You won't need to teach me how to be an online coach; just how to be an *MRF* coach.
- **Remote-Ready Professional:** I have been working 100% remotely since transitioning my business online. I am disciplined, responsive, and understand the nuances of building rapport through a screen.
- **Qualified & Humble:** despite my experience as a business owner, I approach every new environment with a "learning mindset." I am eager to learn the specific MRF methodology and contribute to the team's success without ego.

I would welcome the opportunity to discuss how my background in evidence-based coaching and client management can contribute to the MRF team.

Sincerely,

**Shannon Birch**