

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

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

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