

SHANNON BIRCH

Email: shannon@plantbased-balance.org | Ph: 0478 209 395 | Location: Melbourne, VIC (Remote Ready)

Hiring Manager
MIICOACH

RE: Application for Virtual Personal Trainer / Online Coach

Dear Hiring Manager,

I am writing to express my strong interest in the Virtual Personal Trainer position at MIICOACH. As a Bachelor of Exercise Science graduate with over a decade of industry experience—and specifically, 5+ years running my own fully remote coaching business using **Trainerize**—I believe I am the "plug-and-play" professional you are looking for.

Your job description emphasizes the need for a coach who can deliver high-quality virtual sessions, develop customized programs, and maintain client accountability from a remote environment. This is exactly what I do every single day.

WHY I AM A GREAT FIT FOR MIICOACH

- **Trainerize Expert:** I noticed you use Trainerize for programming. I have used this platform extensively for years to manage my own client base ('Plant Based Balance'). I am proficient in building workout templates, automating habits, tracking client compliance, and utilizing the in-app messaging features to keep retention high. You won't need to spend weeks training me on the software; I can start programming from Day 1.
- **Remote Coaching Specialist:** Transitioning from a physical studio owner to a fully online coach has taught me the art of "virtual connection." I know how to use video calls not just to check form, but to build the rapport and trust that keeps clients motivated when you aren't standing next to them.
- **Qualified & Evidence-Based:** My coaching is grounded in my Bachelor of Exercise Science degree from Griffith University. Whether a client's goal is weight loss, hypertrophy, or general wellness, I design safe, periodized programs that deliver results without the guesswork.

- **Self-Motivated Professional:** Having founded and operated my own business, I understand the discipline required for remote work. I am organized, proactive with communication, and require minimal supervision to hit targets and deliver a premium service.

I admire MIICOACH's mission to provide innovative wellness solutions, and I would love to bring my energy and technical skillset to your dynamic team. I am available immediately and have a professional home office setup ready for virtual sessions.

Thank you for considering my application. I look forward to the possibility of discussing how I can contribute to the success of your clients.

Sincerely,

Shannon Birch