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Location: Australia (Remote Ready)

ABN: Available on request

SHANNON BIRCH

APPLICANT: SALES CONSULTANT & ONLINE COACH

AVG: Benji

Physique Factory

RE: Application for Sales Representative & Online Coach Roles

 **Video Application: Watch My Introduction Video**

Dear Benji,

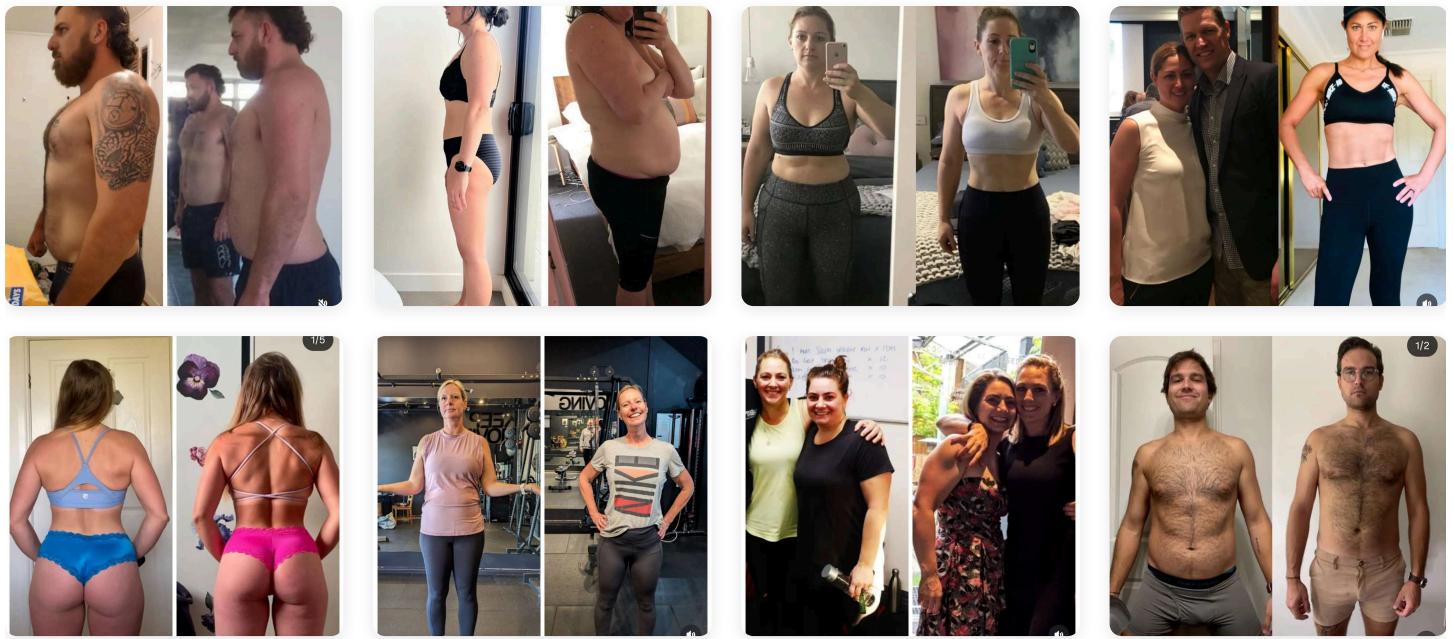
I am writing to express my immense enthusiasm for joining the Physique Factory team. Having followed your brand and the "wildest body transformations on the planet," I know that my background as a high-performance coach and a business founder uniquely positions me to excel in **both** the Sales Representative and Online Coach roles.

I live and breathe transformations—not just physically, but mentally. Below are examples of the results I achieve for myself and my clients.

MY RESULTS & PORTFOLIO



My Personal Transformation



WHY THIS HYBRID SKILLSET IS A WEAPON

Applying for two roles might seem unconventional, but in my case, it's where my highest value lies. I understand the "Physique Factory" product because I have built and delivered similar premium transformation programs myself.

For the Sales Role (\$220k - \$320k Potential):

- **I don't just "sell," I consult.** Having founded and scaled *Plant Based Balance*, I know that closing high-ticket fitness offers requires deep empathy, authority, and the ability to bridge the gap between where a prospect is and where they want to be.
- **No Cold Calling Fear:** I thrive on warm leads but have the hunger to dig deep. I know that a "no" is often just a "not yet" or a lack of clarity. My communication style is direct, honest, and results-focused—no sleazy tactics, just conviction.
- **Remote & System-Ready:** I have operated fully remotely for years, managing my own CRM, pipeline, and booking systems. I am disciplined, self-managed, and ready to hit the ground running from day one without needing basic hand-holding.

For the Online Coach Role (\$150k+ Potential):

- **Elite Standards:** My Exercise Science degree (Griffith University) gives me the physiological knowledge, but my 10+ years in the trenches give me the psychological edge. I know how to push clients to their limits safely and effectively.
- **Proven Systems:** I am obsessed with adherence. I use data, bio-feedback, and regular video touchpoints to ensure clients don't just "get a plan" but actually *execute* it.
- **Results Obsessed:** As you can see from the photos above, I practice what I preach. I demand high standards from myself, which naturally inspires my clients to level up.

THE "WILD CARD" YOU NEED

I am seeking a role where I can unleash my potential within a winning culture. Whether closing deals or coaching clients to their dream physique, my goal is the same: **dominate the standard and drive revenue/results for the business.**

I have attached my CV (resume) and the requested video introduction link above. I am available immediately and ready to prove why I am the top performer you are looking for.

Let's get to work.

Sincerely,

Shannon Birch

Founder & Head Coach, Plant Based Balance