

# SALLY DOYLE

Personal Trainer  
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(332) 211-0099

April 13, 2021

**Joan Gough**  
Senior Hiring Manager  
Crunch Fitness  
(777) 666-5555  
i.gough@youreemail.com

Dear Mr. Gough,

Last year, I created and implemented a progress tracking system to encourage accountability among my gym's clients. This initiative improved progression by 43%, and clients reported significantly improved self-esteem and motivation. I am excited to apply the same innovation as a senior trainer at Crunch Fitness.

As a seasoned personal trainer and certified yoga instructor with over 15 years of experience, I believe wholeheartedly in Crunch Fitness' holistic approach to health and exercise. Your company's client-focused atmosphere is the perfect environment for my advanced skill set.

My recent achievements include:

- Running a multi-branch training initiative that helped over 30 personal trainers improve their program personalization skills
- Generating more than \$40k of additional revenue by upselling the company's boot camps and referral scheme
- Streamlining the client booking system to slash appointment wastage by 86%

I would be delighted to meet with you to discuss how my comprehensive knowledge of training methods and outstanding leadership can benefit colleagues and clients at Crunch Fitness. Please contact me to arrange an interview.

Sincerely,

*(Insert Signature Here)*

**SALLY DOYLE**

P.S. I would love to tell you about the successful course I developed to improve senior community members' fitness and mobility in 2020.