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Sample from Business Letter : *Peak Performance Studio*

(Business letter targeted at medical professionals from business owner)

(Starts next page)

(Letter Header)

Dear *(Doctor X)*,

Today in America, between the realms of physical therapy for injury and the rising epidemic of obesity, a new opportunity is opening for the alliance of licensed health care professionals and certified exercise specialists. I have written this letter and proposal in order to share such an opportunity with you and your practice, to better enrich both of our professions as well as the quality of life for our patients and clients.

My name is Sandra Fisher, and I am a certified personal fitness trainer for the National Exercise Sports Trainers Association (*NESTA*). I specialize in conditioning sedentary individuals, taking control of obesity, increasing flexibility, nutritional counseling, and I do most of my training at the Las Vegas Athletic Club.

Prescriptions for exercise are becoming more common today as our culture is taking a turn toward natural remedies for the ‘*civilization disease*’ of inactivity, excess fat, high blood pressure, diabetes, etc. However, it seems that insurance companies (paying for your patients’ prescriptions and injury rehabilitation) are only willing to directly pay licensed professionals. Unfortunately, only certifications (instead of official licenses) are available to personal trainers at this time, so direct collection for such services are impossible without collaboration with licensed professionals like yourself.

I would like to offer you the opportunity to expand your business by sending your exercise prescriptions and/or musculoskeletal rehabilitation cases my way in a referral relationship that will result in your practice collecting the full training bill from the insurance company involved and compensating me for my designated percentage. You would have the ability to inform me of the patient’s special needs and conditions, the option to approve of their custom-tailored program, and you will earn a commission simply by supplying me the business. Your patient will benefit from the extra service and the advantages guided exercise and diet will offer, and I will benefit from having direct contact with my client’s physician.

The exercise and fitness industry is definitely a growing business trend, and such an alliance as what I am proposing is rare today, but will grow common in time. I hope you’ll consider and take advantage of my services, as it can only work to the benefit of all of us involved. Thank you for your time, and I’ll look forward to hearing from you.

Yours in health and wellness,

Sandra Fisher, Personal Trainer
Peak Performance Studio
(Contact Information)