

FROM THE DESK OF
GREG FINCH

April 19, 2022

Kelli Segars
Daniel Segars
Fitness Blender LLC
P.O. Box 1012
Mount Vernon, Washington 98273

Dear Kelli and Daniel,

Yesterday I went on Indeed for the first time with a single purpose: To identify creative professionals in the online fitness space to connect with.

Sometimes life's timing just seems uncanny.

Speechless, that's what I was when I saw your Certified Personal Trainer Content Creator listing from just 3 days prior. In early 2014 as I began to trip and flounder my way through creating video workouts for my clients that didn't totally suck, I came across Fitness Blender.

The clean look and feel of your videos immediately felt different and struck a chord with me. Thank you for that inspiration so many years ago they influenced my professional path greatly.

Since 2020 I've successfully transitioned my training business to completely remote. Through technology, creating systems, and adapting my experience and skills I've been able to greatly improve the production value within my programs while reducing the hours to 10-20 each week it takes to run Surf Strong Fit.

Moving fully remote my Surf Strong Fit Team reduced to only an administrative assistant. The opportunity to collaborate with other creative fitness professionals was greatly reduced. I have missed and now very much value contributing to a creative professional team focused on fitness.

Bringing my video production, personal training and exercise program experience to furthering your goal to "...make health and fitness attainable, affordable and approachable" is an exciting opportunity.

My Friday and Mondays are reserved for office time. If you have any availability on 4/22 or 4/25 I look forward to the opportunity to speak with you then.

Thank you,



Greg Finch

CONTACT

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