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You are the membership director of the fitness center that caters to professional women. You decide to bring in additional revenue by offering personal training sessions at \$90 per hour and hire three fitness instructors who have been certified as personal trainers by the Aerobics and Fitness Association of America. Unfortunately, clients have been slow to sign up. Write a sales letter to existing members, announcing your fitness center's personal training program. In addition to convincing your readers of the benefits of personal training, the letter should introduce the trainers, describe their backgrounds and interests, and emphasize the extensive training they received in their certification workshops. Their training includes the following:

- Anatomy and kinesiology
- Fitness assessment testing procedures (including skin-fold caliper measuring and setup, reach, and abdominal strength tests)
- Weight management and nutrition for the average person as well as those with special medical needs
- Motivation.