

Instructions for Sample Health Coach Letter to Clinician

As promised in the presentation on Collaborating with a Licensed Provider, we've included a sample letter that you might write to a clinician to offer your services as a health coach.

The letter is written as if you're sending it to a Functional Medicine clinician. That said, it can be easily changed so that it's applicable to a naturopathic physician, chiropractor, or any other type of clinician that focuses on diet, lifestyle, and behavior modification.

The letter also assumes that you are both ADAPT- and ICHWC-certified. If you have chosen not to pursue ICHWC certification, just delete that part.

If you choose to re-write or edit the letter significantly, here are a few tips to keep in mind:

- Keep it short. Clinicians are busy and are less likely to read a long letter.
- Make it about them, not you. Start with and focus on the benefits to the clinician and his or her patients, not on your background and qualifications. You can provide more detail about those areas on your resumé, on your "About Me" page on your website, and when you meet with the clinician.
- Use natural, conversational language. It's just easier to read, and it gives them a glimpse of your personality. That's important in a cover letter.

Remember, the primary goal of a letter like this is to get you to the next step—whether that's a phone or in-person meeting with the clinician or an email exchange. You don't have to provide a lot of detail or information; you just have to get them interested in learning more.

You'll notice that the letter closes with an offer for the clinician to contact you and mentions that you'll follow-up with a call to the clinic in a few days. This is important. Do not be dissuaded if you don't hear from them. Again, most clinicians are busy and have a lot of things on their plate. That's why it's important for you to call them. It shows that you are serious about this and have the organizational skills and ambition to make it happen.

Should you send the letter electronically or by mail? Sending the letter and your resumé in the mail may increase the chances of them being read—especially if you send them using UPS or Priority Mail. People like to receive packages, and clinicians are no exception. They're also far



more likely to open them than standard mail or email. Spending a little extra money on this can sometimes make the difference between your letter being read or ending up in the recycling bin or spam folder.

As a final note, don't forget to include your resumé and the Health Coaching 101 document that is referred to in the letter, and include a link to your website (I've indicated where you should put it).