

ELITE FEMALE FITNESS & CONDITIONING COACHES

Tier-Based Candidate Report for Content Partnership & Paid Monthly Collaboration

Research Completed: December 19, 2025

TIER 1: IDEAL CANDIDATES

These partners offer the highest probability of success: established platforms, proven monetization, educational infrastructure, credibility, and financial capacity for \$500-\$1,000/month investment.

1. STEPH GAUDREAU

Role: Sports Nutritionist, Strength Coach, Podcast Host, Content Creator

Primary Platforms:

- Website:
<https://www.stephgaudreau.com>
- Podcast: Fuel Your Strength (4+ million downloads)
- Blog & Written Content:
<https://www.stephgaudreau.com>
- YouTube, Social Media (Instagram, TikTok)
- Coaching Programs:
<https://www.stephgaudreau.com/personal-strength-nutrition-coaching/>

Authority Proof:

- B.S. Biology - Human Physiology (major)
- 12+ years educator (biology/chemistry HS teacher before fitness)
- NASM-CPT (Certified Personal Trainer)
- CISSN (Certified Sports Nutritionist)
- USA Weightlifting Coach
- Menopause Health & Fitness Specialist

- Girls Gone Strong Women's Coaching Specialist
- Intuitive Eating Counselor
- Published educator on women's fitness and performance nutrition

Content Focus:

Strength training for women 40+, performance nutrition, energy/capacity building, athletic development, functional fitness for longevity, conditioning frameworks, evidence-based coaching.

Monetization Signals:

- Fuel Your Strength Podcast (established audience, sponsorships)
- Group Coaching Programs (\$\$\$: Fuel Your Strength Coaching)
- Personal Strength Nutrition Coaching (high-touch premium service)
- 12-Week Programs (Strength Nutrition Unlocked, Strength programs)
- Educational content (blog, guides)
- Book/publication potential

Why They're a Fit:

Education-driven builder with proven podcast infrastructure (4M+ downloads). Creates long-form educational content. Established coaching business model. Demonstrates growth mindset and platform expansion. Target audience (women 40+) aligns with functional fitness & conditioning focus. Capable of scaling content across owned properties.

Estimated Ability to Pay: HIGH CONFIDENCE

Sources:

- <https://www.stephgaudreau.com/about/>
 - <https://www.stephgaudreau.com/personal-strength-nutrition-coaching/>
 - <https://www.stephgaudreau.com>
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2. DR. STACY SIMS

Role: Exercise Physiologist, Researcher, Author, Coach, Female Physiology Expert

Primary Platforms:

- Website & Courses:
- <https://www.drstacysims.com>
- Courses:

- <https://www.drstacysims.com/courses>
- (WANSM, Next Gen)
- Books: ROAR (with Selene Yeager), Next Level
- Speaking Engagements & Consulting
- Podcast appearances & interviews
- Corporate training programs

Authority Proof:

- PhD in Exercise Physiology
- 20+ years research experience: physiology, nutrition, female-specific training
- Expert on hormonal health, menopause, athletic performance
- Published books: ROAR (with Selene Yeager), Next Level
- TED X Talk: "Women Are Not Small Men"
- Direct coaching experience with 100+ women
- Reached 100,000+ through books, talks, consulting
- Recognized as leading voice in women's health & performance
- Corporate partnerships (athletes, health brands, universities)

Content Focus:

Female physiology across lifespan, hormonal health, menopause, training optimization for women, performance nutrition, athletic development, sex differences in training/recovery, conditioning for women's unique physiology.

Monetization Signals:

- Premium Online Courses (WANSM, Next Gen: substantial pricing)
- Book Sales (ROAR, Next Level)
- Speaking Engagements (high-ticket appearances)
- Corporate Consulting & Training Contracts
- Coaching Programs
- Legacy/Licensing Potential

Why They're a Fit:

World-class researcher with clinical credibility. Builds education infrastructure (courses). Proven ability to generate authority-driven revenue. Legacy positioning in women's health space. Content requires minimal updating (timeless science). Influence across coaches, athletes, healthcare professionals. Aligns perfectly with conditioning/athletic performance niche.

Estimated Ability to Pay: HIGH CONFIDENCE

Sources:

- <https://www.drstacysims.com/courses>
 - <https://www.drstacysims.com/wansm>
 - <https://www.drstacysims.com/nextlevel>
-

3. MEG GALLAGHER (MEGSQUATS)

Role: Strength Coach, Content Creator, App Developer, Brand Builder

Primary Platforms:

- Website:
- <https://megsquats.com>
- YouTube: 230,000+ subscribers (strength training focused)
- App (Stronger by the Day):
- <https://megsquats.com>
- (21,000+ active users)
- Programs: Before the Barbell (free), Plus+1 (paid membership)
- Instagram & Social Media
- Product Line: Strong Strong Friends (equipment, apparel, supplements)

Authority Proof:

- ISSA Certified Personal Trainer
- Precision Nutrition Level 1 Coach
- Certified Pre- & Postnatal Coach
- Competitive Powerlifter (competed in USAPL Nationals, Arnold Pro Raw Challenge)
- 10+ years experience (personal training, fitness modeling, competitive lifting)
- App: Stronger by the Day (21,000+ active members, Discord community)
- Free Program: Before the Barbell (8-week progression, available on Instagram)
- YouTube: consistent educational content on barbell training, form cues, progression
- Built scalable business model (app + programs + products + community)

Content Focus:

Barbell training for women, strength development (squats, deadlifts, bench press), pregnancy/postpartum training, functional movement, confidence building, femininity & strength integration, beginner progression, athletic development.

Monetization Signals:

- Subscription App (Stronger by the Day)
- Paid Programs (Plus+1 program, specialized courses)
- YouTube (ad revenue + sponsorships)
- Personal Training/Coaching
- Product Line (Strong Strong Friends: equipment, apparel, supplements)
- Affiliate partnerships
- Sponsorships from fitness brands

Why They're a Fit:

Large engaged audience (YouTube + app). Proven scalable business model with recurring revenue. Educational focus on training fundamentals. Community-driven (Discord, app). Demonstrates long-term builder mindset (10+ years scaling methodically). Capable of producing consistent, high-quality content. Aligns with conditioning & athletic performance goals.

Estimated Ability to Pay: HIGH CONFIDENCE

Sources:

- <https://megsquats.com/about>
 - <https://megsquats.com>
 - https://www.reddit.com/r/xxfitness/comments/u1xe08/ama_megan_gallagher_a_ka_megsquats_creator_of/
 - <https://www.issaonline.com/blog/post/meg-squats-looks-to-change-the-shape-of-things-to-come>
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4. RACHEL COSGROVE

Role: Certified Strength & Conditioning Specialist, Fitness Business Coach, Author, Gym Owner

Primary Platforms:

- Results Fitness University:
- <https://www.resultsfitnessuniversity.com>
- Business Coaching & Mentorship Platform
- Books: "Strong," "Woman's Guide to Feeling Athletic and Fit After 40" (best-sellers)
- Instagram:
- <https://www.instagram.com/rachelcosgrove.co/>

- Speaking Engagements (Perform Better, industry conferences)
- Brick-and-Mortar Gym (Results Fitness - recognized as top gym in US)

Authority Proof:

- NSCA-CSCS (Certified Strength & Conditioning Specialist)
- 30+ years fitness coaching experience
- Co-owner of Results Fitness (ranked among top gyms in US)
- Author of 3 best-selling books on fitness principles & programming
- Additional Certifications: Olympic Weightlifting Coach, Triathlon Coach
- Recognized expert in women 40+ strength training
- Speaking authority (Perform Better, professional conferences)
- Business mentor to fitness professionals

Content Focus:

Strength training for women 40+, fitness programming principles, coaching methodologies, aging strong, business systems for fitness professionals, long-term athletic development, functional fitness for real life.

Monetization Signals:

- Results Fitness University (online coaching/education platform)
- Best-selling book sales
- Business Coaching/Mentorship (high-ticket)
- Speaking Engagements (premium appearance fees)
- Gym Operations (recurring revenue model)
- Consulting contracts

Why They're a Fit:

30+ years of proven coaching expertise. Operates scalable education business (Results Fitness University). Published author with commercial success. Establishes methodology that can be taught/replicated. Strong in female conditioning & athletic development. Business maturity evident in multiple revenue streams. Positioned as industry authority.

Estimated Ability to Pay: HIGH CONFIDENCE

Sources:

- <https://www.resultsfitnessuniversity.com/pages/about-me-rachel-cosgrove>
- <https://www.instagram.com/rachelcosgrove.co/>
- <https://www.resultsfitnessuniversity.com/rachelcosgrove>
- <https://www.youtube.com/watch?v=dfHKxYYRKSS>

- (YouTube appearance highlighting credentials)
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5. MOLLY GALBRAITH

Role: Co-Founder & CEO of Girls Gone Strong, Strength Coach, Author, Educator, Movement Leader

Primary Platforms:

- Personal Website:
- <https://www.mollygalbraith.com>
- Girls Gone Strong (GGS):
- <https://www.girlsgonestrong.com>
- GGS Academy:
- <https://www.girlsgonestrong.com>
- (certifications, coaching)
- Book: "Strong Women Lift Each Other Up" (Harper Horizon/HarperCollins)
- Newsletter
- Speaking (keynotes, conferences globally)

Authority Proof:

- CSCS (Certified Strength & Conditioning Specialist)
- 17+ years coaching experience
- Co-founded Girls Gone Strong (2011)
- Founded GGS Academy (2017)
- Author: "Strong Women Lift Each Other Up" (Harper Horizon/HarperCollins, published 2021)
- Movement of 800,000-900,000 members
- GGS Academy Curriculum developed with interdisciplinary team: PhDs, MDs, physical therapists, researchers
- First-Ever Textbooks: wrote world's first women-specific and pre/postnatal coaching textbooks
- Global reach: students/grads in 70+ countries
- Featured/Endorsed by: Yale, Olympics, Johns Hopkins, Time, People, Today Show, ABC, Women's Health, Men's Health
- Speaking authority: keynotes, conferences, corporate talks
- Donated \$300,000+ to women's education and coaching scholarships

Content Focus:

Women-specific strength training, empowerment, body confidence, women's physiology,

pre/postnatal coaching, menopause coaching, evidence-based female training, psychological foundations of coaching women, movement education.

Monetization Signals:

- GGS Academy (premium certifications with global reach)
- GGS Coaching Programs (12-month high-ticket coaching)
- Book Sales & Royalties
- Speaking Engagements (premium keynotes)
- Educational Platforms (certifications, courses, content)
- Movement/Social Impact (demonstrates brand loyalty & mission alignment)

Why They're a Fit:

Massive scale platform (900K+ members). Educational infrastructure (academy, certifications). Published author with major publisher. Certified movement leader. Interdisciplinary approach (psychology + physiology + coaching). Global reach & influence. Proven ability to build teacher/mentor networks. Expert in women-specific coaching methodologies.

Estimated Ability to Pay: HIGH CONFIDENCE

Sources:

- <https://www.mollygalbraith.com/about1>
 - <https://www.girlsgonestrong.com>
 - <https://robertsontrainingsystems.com/blog/molly-galbraith-interview/>
 - <https://go.girlsgonestrong.com/ggs-1-faq2>
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6. DR. ALYSSA OLENICK (DOC LYSS)

Role: Exercise Physiologist, Hybrid Training Coach, Podcast Host, Researcher

Primary Platforms:

- Website:
<https://doclyssfitness.com>
- Podcast: The Messy Middle (endurance + strength integration)
- YouTube:
<https://doclyssfitness.com>
- Social Media (Instagram, TikTok)
- Training Programs:

- <https://doclyssfitness.com>

Authority Proof:

- PhD in Exercise Physiology
- Specialty: Female Physiology, Metabolism, Sex Differences
- Certified Sports Nutritionist
- CrossFit Level 2 Trainer
- Postdoctoral Research Fellow: metabolism & menopause
- Research Focus: menstrual cycle physiology, sex differences in training, metabolism
- Hybrid athlete: ultramarathoner, weightlifter, endurance athlete
- Science communicator: makes complex research accessible
- Emerging authority voice in female physiology & performance

Content Focus:

Hybrid training (strength + endurance), female metabolism, menopause performance, evidence-based fitness, menstrual cycle training, conditioning for real-life athletes, bridging research to practice, women 40+ performance optimization.

Monetization Signals:

- Coaching Programs (hybrid training)
- Training Plans (160+ program combinations)
- Podcast Platform
- Speaking/Consulting
- Educational Content

Why They're a Fit:

Strong research credentials with practical coaching application. Science-backed messaging aligns with authority positioning. Emerging platform (growth trajectory). Bridges research and practice. Focus on female physiology & conditioning. Podcast platform demonstrates communication skill. Multiple revenue streams.

Estimated Ability to Pay: MEDIUM-HIGH CONFIDENCE

Sources:

- <https://doclyssfitness.com>
 - <https://doclyssfitness.com/about/>
 - <https://theproof.com/how-should-women-approach-exercise-alyssa-olenick-phd-part-1/>
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TIER 2: STRONG CANDIDATES

Established educators with proven credibility, growing platforms, consistent content production, and demonstrated business acumen. Payment capacity: \$500-\$1,000/month feasible with proper positioning.

7. LARA HEIMANN (LYT YOGA METHOD)

Role: Physical Therapist, Founder/CEO, Yoga Educator, Content Creator, Movement Pioneer

Primary Platforms:

- Website: <https://lytyoga.com>
- LYT App: <https://lytyoga.com>
- Podcast: Redefining Yoga: <https://lytyoga.com>
- Online Teacher Training (200-hour program)
- Corporate Partnerships
- Studio (in-person & online)

Authority Proof:

- MS Physical Therapy (Duke University)
- B.A. Biological Anthropology & Anatomy (Duke)
- Neurodevelopmental Training Certification (Stanford University)
- E-RYT 500 Yoga Teacher
- Natural Food Chef Certification
- Holistic Health Coach Certification
- 28+ years professional practice
- Founder of LYT Method (combines PT + functional movement + yoga)
- International Speaker (50+ countries, 1000s of students taught)
- Featured in major media: NBC, Today Show, Inside Edition, Shape, Scientific American, MSN, Nylon, PopSugar, Well+Good
- Corporate Partnerships: NYC Department of Transportation (city-wide yoga class ~400 participants)
- Author & Published Educator

Content Focus:

Functional movement education, body awareness, yoga as rehabilitation, neurology-informed practice, mind-body integration, aging well, movement foundations, practical anatomy for practitioners.

Monetization Signals:

- LYT App (membership/subscription model)
- Online Teacher Training (robust 200-hour program, launched 2020, high enrollment)
- Workshops & Seminars (global reach, premium pricing)
- Podcast (Redefining Yoga)
- Corporate Partnerships & Training Contracts
- Books/Publications
- Affiliate/Licensing Model

Why They're a Fit:

Business model proven at scale (app + training program + workshops). Credentialed medical professional (PT) + educator. Educational infrastructure for scaling. Global reach. Interdisciplinary approach (PT + movement + mindfulness). Long-term platform builder. Strong brand equity & media presence.

Estimated Ability to Pay: HIGH CONFIDENCE

Sources:

- <https://lytyoga.com/meet-the-founder/>
 - <https://athletechnews.com/lyt-yoga-method-founder-lara-heimann-exclusive-interview/>
 - <https://www.linkedin.com/in/lara-heimann-8a556b13>
-

8. SELENE YEAGER (THE FIT CHICK)

Role: Health & Fitness Writer, Coach, Podcast Host, Author, Content Creator

Primary Platforms:

- Podcast: Hit Play, Not Pause:
- <https://www.hitnplay.com>
- Published Articles: Runner's World, Bicycling, mainstream publications
- Books: ROAR (co-author with Dr. Stacy Sims), Next Level

- Social Media (Instagram, Twitter)
- Website & Content Platform
- Feisty Menopause Partnership

Authority Proof:

- Best-selling Author: ROAR (with Dr. Stacy Sims), Next Level
- NASM Certified Personal Trainer
- USA Cycling Certified Coach
- Certified Nutrition Coach
- 54+ years old, All-American Ironman Triathlete (demonstrates longevity & fitness)
- Professional Health & Fitness Writer (major publications: Runner's World, Bicycling, etc.)
- Podcast Host (Hit Play, Not Pause - menopause & midlife fitness)
- Recognized as mainstream media authority (featured across major outlets)
- Mentor & Contributor: Feisty Menopause partnership

Content Focus:

Menopause & midlife fitness, endurance sports, strength for women, aging athletically, women's performance through life stages, practical training for busy women, evidence-based approach.

Monetization Signals:

- Book Royalties (ROAR, Next Level)
- Podcast Platform (sponsorships, premium content)
- Coaching/Content Partnerships
- Speaking Engagements
- Writing Contracts (publications)

Why They're a Fit:

Published author with major publisher (commercial viability). Mainstream media presence. Established podcast platform. Expertise aligns with conditioning & women's athletic development. Credible voice in menopause/midlife fitness niche. Demonstrated ability to communicate complex topics to broad audiences.

Estimated Ability to Pay: MEDIUM-HIGH CONFIDENCE

Sources:

- <https://www.mymenopausecentre.com/five-mins-five-qs/selene-yeager-midlife-fitness-icon/>
- <https://www.runnersworld.com/author/429494/selene-yeager/>

- <https://www.bicycling.com/training/a38795537/how-to-use-trainingpeaks/>
-

9. DR. JEN HOSLER (MOVEMENT UPGRADED)

Role: Licensed Physical Therapist, Strength & Mobility Coach, Podcast Host, Content Creator

Primary Platforms:

- Website:
- <https://jenhosler.com>
- Podcast: Movement Upgraded:
- <https://jenhosler.com/podcast/>
- YouTube: Movement Upgraded Channel
- Social Media (Instagram)
- 1:1 Coaching
- Membership Program (mobility classes)

Authority Proof:

- DPT (Doctoral degree in Physical Therapy)
- B.S. Kinesiology (Exercise Science major)
- CSCS (Strength & Conditioning Specialist, NSCA certified)
- ARCFSM (Functional Range Conditioning Specialist)
- Certified Stretch Instructor
- 4+ years clinical practice (hundreds helped)
- Podcast: 200+ episodes (Movement Upgraded)
- YouTube: consistent content
- Author & Content Creator on mobility, injury prevention
- Bridges rehabilitation & fitness (unique niche)

Content Focus:

Movement quality & assessment, mobility training, injury prevention, rehab-fitness integration, strength training for pain-free performance, body resilience, physical therapy principles applied to coaching.

Monetization Signals:

- 1:1 Mobility Coaching
- Membership Program (on-demand mobility classes, 12-week programs)
- Podcast Platform

- Educational Content (guides, programs)
- Speaking/Consulting

Why They're a Fit:

Credentialed medical professional with coaching mindset. Fills niche (PT + fitness = conditioning focus). Podcast platform (200+ episodes demonstrates consistency). Educational content builder. Addresses conditioning & movement quality (aligned with platform goals).

Estimated Ability to Pay: MEDIUM CONFIDENCE

Sources:

- <https://jenhosler.com>
 - <https://jenhosler.com/podcast/>
 - <https://www.youtube.com/watch?v=BBp5Px9Bx6w>
-

10. NIKKI NAAB-LEVY

Role: Strength & Nutrition Coach, Podcast Host, Movement Specialist

Primary Platforms:

- Website: <https://naablevy.com>
- Podcast: Results Not Typical: <https://naablevy.com>
- YouTube: <https://www.youtube.com/channel/UCzoK4o--s4n71jT6zmqm8HQ>
- Social Media (Instagram, TikTok)
- App-Based Programs

Authority Proof:

- 10+ years coaching experience (fitness & nutrition)
- Specialization: Hypermobility, functional strength training
- Certifications: Personal Trainer, Nutrition Coach
- Podcast: Results Not Typical (evidence-based approach)
- Hundreds of clients helped
- Author & Content Creator
- Community Builder (social media, coaching groups)

Content Focus:

Strength training for pain-free movement, hypermobility adaptation, functional nutrition, body recomposition, sustainable training without pain, evidence-based approach to special populations.

Monetization Signals:

- 1:1 Coaching
- App-Based Programs (Total Package Strength)
- Free Resources + Premium Offerings (funnel model)
- Podcast Platform
- Writing & Affiliate Partnerships

Why They're a Fit:

Niche expertise (hypermobility) demonstrates specialization. Community-focused. Education-driven. Podcast platform. Growing digital presence. Aligns with conditioning & functional fitness focus.

Estimated Ability to Pay: MEDIUM CONFIDENCE

Sources:

- <https://naablevy.com>
 - <https://www.youtube.com/channel/UCzoK4o--s4n71jT6zmqm8HQ>
 - <https://canvasrebel.com/meet-nikki-naab-levy-recently/>
-

11. LAUREN GLEISBERG

Role: Fitness Coach, Program Designer, Community Builder

Primary Platforms:

- Website:
- <https://laurengleisberg.com>
- Shop (programs & meal plans):
- <https://lauren-gleisberg-llc.myshopify.com>
- Community Platform
- Social Media (Instagram, TikTok)

Authority Proof:

- Fitness Coaching (experienced trainer)
- Specialization: Women's fitness, functional movement, core/pelvic health

- Program Design: progressive, evidence-informed
- Active Community: thousands of engaged women
- Postpartum & Pregnancy Specialization
- Consistent content creator (programs, guides, community)

Content Focus:

Strength training, core/pelvic floor health, postpartum fitness, functional movement, pregnancy fitness, nutrition integration, sustainable training for busy women.

Monetization Signals:

- Digital Programs (\$23-\$85 per program)
- Meal Plans & Bundles
- Community Membership
- Affiliate Partnerships
- Growing digital reach

Why They're a Fit:

Scalable digital product model. Niche expertise (pelvic floor/core health). Community engagement (strong community building). Functional fitness focus aligns with conditioning goals.

Estimated Ability to Pay: MEDIUM CONFIDENCE

Sources:

- <https://laurengleisberg.com>
 - <https://lauren-gleisberg-llc.myshopify.com>
 - https://www.reddit.com/r/xxfitness/comments/f17iw6/what_is_the_program_yo_u_followed_weights_that_got/
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TIER 3: EMERGING / SPECIALIST CANDIDATES

Established educators with strong niches, growing platforms, and clear expertise. May require education on partnership value/structure. Payment capacity feasible with strategic positioning.

12. JEN SINKLER

Role: Fitness Writer, Personal Trainer, Kettlebell Instructor, Powerlifting Coach, Bodyweight Coach

Primary Platforms:

- Website & Writing: fitness publications
- GGS Community Contribution
- Social Media (Instagram: 25K followers)
- Training Programs & Coaching

Authority Proof:

- RKC-2 & KBA Kettlebell Instructor
- Certified USAPL Powerlifting Club Coach
- PCC (Progressive Calisthenics) Bodyweight Coach
- Onnit Academy Foundations Trainer
- Ground Force Methods Coach
- Multiple additional certifications (TACFIT, CrossFit Level 1, DVRT, USAW)
- Fitness Writer & Personal Trainer
- Long-time GGS contributor (since 2011 inception)
- Project Lead: "The Bigness Project" (hypertrophy for women)

Content Focus:

Strength skills development, kettlebell training, powerlifting coaching, bodyweight movements, community building, feminist approach to strength, menstrual cycle awareness in training.

Monetization Signals:

- Personal Training/Coaching
- Online Programs (The Bigness Project)
- Writing Contracts
- GGS Platform

Why They're a Fit:

Multi-disciplinary coach. Writer. Community builder. Emerging profile in women's strength. Part of GGS movement (credibility by association).

Estimated Ability to Pay: MEDIUM CONFIDENCE

Sources:

- <https://www.girlsgonestrong.com/blog/articles/jen-sinkler/>
- <https://www.instagram.com/jensinkler/>

13. NEGHAR FONOONI

Role: Strength & Conditioning Coach, Kettlebell Expert, Movement Educator, Veteran

Primary Platforms:

- Website & Content: coaching/training
- GGS Community Contribution
- Social Media
- Training Programs

Authority Proof:

- 11+ years strength & conditioning experience
- RKC Level 2 Kettlebell Instructor
- Certified Functional Movement Specialist (FMS)
- Certified Personal Trainer
- Air Force Veteran (military discipline & credibility)
- Single Mother (multi-dimensional life experience & relatability)
- Specialization: Women's functional strength, kettlebell training
- Recognized by peer educators & community
- Competitive athlete background (softball)

Content Focus:

Women's functional strength, kettlebell training, athletic development, body confidence, real-world fitness for busy professionals, veteran perspective on discipline & training.

Monetization Signals:

- Personal Training/Coaching
- Content Contributions
- GGS Platform
- Workshops/Seminars

Why They're a Fit:

Niche expert (kettlebells). Military/life credibility (unique angle). Community contributor. Education-focused. Accessible voice.

Estimated Ability to Pay: MEDIUM CONFIDENCE

Sources:

- <https://www.girlsgonestrong.com/blog/articles/neghar-fonooni/>

- <https://robertsontrainingsystems.com/blog/interview-with-neghar-fonooni/>
-

14. NIA SHANKS

Role: Coach, Writer, Podcast Host, Online Course Creator, Empowerment Educator

Primary Platforms:

- Website:
- <https://niashanks.com>
- Blog & Content Platform
- Online Courses
- Podcast/Interviews
- Social Media (Instagram, Twitter, YouTube)

Authority Proof:

- B.S. Exercise Physiology (University of Louisville)
- 15+ years coaching experience
- Created "Beautiful Badass" Philosophy & Brand
- Recognized by Greatist as Most Influential Person in Health & Fitness
- Author & Content Creator
- Podcast Host & Guest
- Popular Online Courses (thousands of students)
- Strong community & following

Content Focus:

Strength training for women, empowerment, sustainable nutrition, body confidence, rejection of diet culture, practical training programs, mindset coaching, real-life fitness.

Monetization Signals:

- Online Courses
- Blog Content
- Coaching Programs
- Product Sales
- Sponsorships/Partnerships

Why They're a Fit:

Established online educator. Content creator. Community builder.

Empowerment-focused philosophy aligns with audience values. Multiple revenue streams demonstrate business acumen.

Estimated Ability to Pay: MEDIUM CONFIDENCE

Sources:

- <https://niashanks.com>
 - <https://we-rule.com/blog/2020/3/22/nia-shanks-is-a-writer-and-host-of-health-and-fitness-focused-the-nia-shanks-show>
 - <https://jillfit.com/2011/09/26/interview-trainer-beautiful-badass-nia-shanks/>
-

15. CAMILLE LEBLANC-BAZINET (FÉROCE FITNESS)

Role: CrossFit Games Champion, Coach, Online Program Designer, Movement Educator

Primary Platforms:

- Féroce Fitness:
- <https://www.fiercefittnesscoach.com>
- (online training platform)
- Social Media (Instagram, YouTube)
- Speaking/Appearances
- Coaching Programs

Authority Proof:

- 2014 CrossFit Games Champion
- CrossFit Games Competitor (2010-2018 individual, podium finishes on team)
- 9+ years competitive CrossFit experience at elite level
- Degree in Chemical Engineering (Université de Sherbrooke - demonstrates analytical mindset)
- Background: gymnastics (14 years), soccer, volleyball, rugby, running
- Founded Féroce Fitness (online training platform)
- Coaching: works with diverse demographics (athletes, general fitness, older adults)
- Philosophy: functional fitness for health, not just performance

Content Focus:

Functional fitness programming, strength training, conditioning, athletic development, accessible fitness for all levels, rehabilitation-focused programming, real-world fitness outcomes.

Monetization Signals:

- Féroce Fitness Online Platform (coaching programs, video-guided workouts)
- Speaking Engagements
- Brand Partnerships
- Content Creation
- Affiliate/Sponsorships

Why They're a Fit:

Elite athletic credibility. Coaching at scale via online platform. Demonstrates systems thinking (engineering background). Philosophy aligns with functional fitness & conditioning. Growing platform. Bridge between competitive fitness & general conditioning.

Estimated Ability to Pay: MEDIUM CONFIDENCE

Sources:

- <https://twobrainbusiness.com/two-brain-radio-camille-leblanc-bazinet/>
 - https://en.wikipedia.org/wiki/Camille_Leblanc-Bazinet
 - https://www.reddit.com/r/IAmA/comments/6fhc1j/i_am_camille_leblancbazinet_and_i_have_dedicated/
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TIER 1 RECOMMENDED OUTREACH PRIORITY

Recommended Priority Order for Initial Outreach:

1. Steph Gaudreau - Proven podcast platform, education-driven, clear business model, target demographic alignment
 2. Meg Gallagher (MegSquats) - Largest audience, scalable app, established monetization, content alignment
 3. Molly Galbraith - Massive network effect (900K members), education infrastructure, legacy positioning
 4. Rachel Cosgrove - 30+ years proven authority, business maturity, education platform
 5. Dr. Stacy Sims - Research credibility, book platform, corporate reach, authority positioning
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KEY SELECTION CRITERIA MET BY TIER 1 CANDIDATES

- Recognized female fitness coaches/educators - All have formal credentials and 10+ years experience
 - Demonstrated depth in conditioning & athletic performance - All teach functional fitness, conditioning, athletic development
 - Not aesthetic/lifestyle focused - All emphasize capability, performance, health outcomes over appearance
 - Consistent credibility - All have established coaching practice, proven outcomes, community trust
 - Clear monetization & business maturity - All demonstrate \$\$\$, recurring revenue, scaled business models
 - Education-driven & growth-focused - All build teaching infrastructure (courses, platforms, content)
 - Authority building interest - All actively developing platforms, reaching new audiences, scaling reach
 - Mentor & legacy focus - All demonstrate commitment to teaching others, developing next generation
 - Financial capacity - Tier 1 candidates demonstrate revenues supporting \$500-\$1,000/month investment
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PARTNERSHIP POSITIONING RECOMMENDATIONS

Emphasize:

- Content ownership & SEO equity (their platform grows while featured)
- Authority multiplication (reach new audiences, cross-platform visibility)
- Long-term partnership (not one-off) for platform stability
- Educational mission alignment (shared commitment to real fitness education)
- Scalability (content can be reused, repurposed across owned properties)
- Community benefit (their audience gains access to owned properties)

Avoid:

- Aesthetic/appearance-focused messaging
- Bodybuilding/powerlifting-only positioning
- Short-term, transactional framing
- Generic "influencer" positioning