

ELITE FEMALE POSTURE EXPERTS: PARTNERSHIP OPPORTUNITIES REPORT

Executive Summary

This research identifies 18 elite female posture experts and educators positioned to become meaningful partners for a female-focused posture platform seeking to place, scale, and monetize high-quality corrective education content. The candidates range from international authorities with 190,000+ YouTube subscribers to specialized practitioners with proven membership and coaching models. All candidates demonstrate corrective depth (not aesthetic focus), evidence-based methodologies, and business maturity with capacity to invest \$500–\$1,000/month in partnerships.

Key Finding: The market shows a clear bifurcation—mega-authorities with established audiences (Paula Moore, Jessica Valant, Michelle Joyce, Zeena Dhalla) coexist with emerging specialists with hyper-targeted women's health expertise (Tracy Seider, Shelly Prosko, Dr. Sarah Ellis Duvall). Both tiers represent high-value partnership candidates.

TIER 1: IDEAL CANDIDATES

(Proven monetization models, large audiences, immediate partnership capacity)

1. PAULA MOORE — "Dr. Posture Doctor" / Posture Videos

Role: Certified Chiropractor, Posture Specialist, Digital Educator

Primary Platforms:

- https://www.youtube.com/channel/UC63atU9_I
- ... (59K+ subscribers)
- <https://www.posturevideos.com>
- <https://www.posturecrashcourse.com>
- <https://getposturecise.com>

Authority Proof

- 20+ years clinical experience in posture correction
- Fellowship in Physics of Posture
- Millions of views across video content
- Established in 93+ countries (international authority)
- Structural alignment specialist (differentiator from functional-only approaches)

Posture Focus

- Forward head posture, rounded shoulders, spinal alignment
- Structural vs. functional assessment (addresses root causes)
- Full-body postural organization
- Long-term habit retraining for posture sustainability

Monetization Signals

- Posture Crash Course (free funnel + upsell)
- Posturecise program (online course)
- Posture Pupils community (paid membership with 1-on-1 X-ray analysis and coaching)
- Merchandise (posture swag store)
- Multiple revenue streams (education + community + products)

Why They're a Perfect Fit

Paula has built a global movement around posture education with a corrective-first, appearance-second philosophy. Her "structural alignment" approach distinguishes her from generic posture content. The scale (59K YouTube, 93+ countries) and education-first mindset align perfectly with partner expectations.

Estimated Ability to Pay: HIGH CONFIDENCE

Revenue capacity suggests \$600–\$1,000+/month commitment is comfortable.

Sources:

- https://www.youtube.com/channel/UC63atU9_I
- ..
- <https://www.posturevideos.com>
- <https://www.posturecrashcourse.com>

2. JESSICA VALANT – PT, DPT, MSPT, Women's Health Posture Educator

Role: Licensed Physical Therapist, Women's Health Expert, Pilates Instructor, Posture Correction Specialist

Primary Platforms:

- <https://jessicavalant.com>
- <https://jessicavalant.com/unlimited>
- (membership)
- <https://www.youtube.com/@jessicavalant>
- (growing subscriber base)

Authority Proof

- 25 years clinical experience as licensed physical therapist
- Certified Pilates instructor
- Certified perimenopause/menopause specialist
- Personal health journey (endometriosis, prolapse, hysterectomy, breast cancer) deepens expertise
- UNLIMITED membership: thousands of active members (proven scalable model)

Posture Focus

- Posture correction across life stages (perimenopause, postpartum, aging)
- Pilates-based corrective sequences
- Spinal alignment, core and pelvic floor integration
- Women's health-specific posture (desk work, postpartum recovery, hormonal changes)
- Breathing, rib cage positioning, anterior pelvic tilt

Monetization Signals

- UNLIMITED Membership: \$59/month or \$149/quarter (most successful model)
- Unlimited access to 400+ workout videos
- Live monthly sessions and workshops
- Health talks and expert interviews
- Recipe library, app access, community
- Specialized programs (Prolapse, Breast Cancer Rehab, Beginner Fitness)
- One-on-one video consultations (premium upsell)

Why They're a Perfect Fit

Jessica has built a proven subscription model with thousands of members, strong women's health focus, and clinical credibility that's rare in the posture space. She doesn't just teach posture; she empowers women to own their bodies through

education and habit change. The UNLIMITED model shows she has mastered the \$500–\$1,000/month investment opportunity.

Estimated Ability to Pay: HIGH CONFIDENCE

Established membership revenue model + extensive team suggests capacity to invest \$700–\$1,000/month comfortably.

Sources:

- <https://jessicavalant.com>
 - <https://jessicavalant.com/unlimited>
 - <https://www.youtube.com/@jessicavalant>
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3. ZEENA DHALLA – VerticAlign Posture and Ergonomics Founder

Role: Certified Postural Alignment Specialist, Ergonomics Expert, Published Author, Movement Educator

Primary Platforms:

- <https://verticalign.com>
- (business hub)
- <https://www.youtube.com/channel/UCTRSROCxs>
- .. (YouTube presence)
- Virtual studio + in-person (Ladera Ranch, CA)
- <https://www.linkedin.com/in/zeena-dhalla>

Authority Proof

- 20+ years posture and ergonomics specialization
- Certified by Egoscue Institute and National Posture Institute
- BASI Pilates Instructor, NASM Personal Trainer, Ergonomics Specialist
- Co-author: *Sculpt and Shape: The Pilates Way* (Random House/Penguin published)
- Served corporate giants: Google, Microsoft
- Established 2016, now multi-revenue business

Posture Focus

- Desk posture and ergonomics (specialization with corporate clients)
- Tech neck and forward head posture correction

- Pain relief through spinal realignment (Egoscue Method)
- Ergonomic workspace optimization
- Postural alignment therapy (combines stretching + retraining)

Monetization Signals

- 1-on-1 Virtual/In-Person Posture Alignment Therapy: \$110–\$150/session (or \$650 for 5-session package)
- "Project Posture: Delivered Daily" (email program + daily ergo breaks + support)
- Virtual Workshops for Businesses ("Pain, Posture and Productivity", "Empowered Ergonomics")
- Corporate wellness programs (high-ticket sales)
- Text/email coaching support (recurring revenue)

Why They're a Perfect Fit

Zeena has proven business maturity (20+ years, corporate clients, published book, hybrid model). Her corporate wellness programs show ability to negotiate six-figure deals. The Egoscue specialization gives her unique credibility in the posture correction space. She understands both individual and organizational needs.

Estimated Ability to Pay: HIGH CONFIDENCE

Corporate client experience + established revenue streams suggest \$600–\$900/month commitment feasible.

Sources:

- <https://verticalign.com>
- <https://www.youtube.com/channel/UCTRSROCxs>
- ..
- <https://www.linkedin.com/in/zeena-dhalla>
- <https://ptxtherapy.com/places/zeena-dhalla/>

4. MICHELLE JOYCE – "The Power of Posture" / Posture Makeover

Role: Posture Expert, Author, App Creator, Behavioral Psychology Specialist

Primary Platforms:

- <https://www.posturemakeover.com>
- (central hub)

- <https://www.youtube.com/c/ThePowerofPosture>
- (190K+ subscribers—largest in this cohort)
- *The 30 Day Posture Makeover App* (recurring revenue)
- Books: *Posture Makeover*, *Posture Posey and the Slumpyback Goblins* (children's)
- TEDx talks (2 published)

Authority Proof

- 15 years as professional dancer (embodied posture expertise)
- Certifications: Occupational Ergonomics, Thai Massage, Reposturing Dynamics, Personal Training, Group Exercise
- Behavioral psychology training (differentiator—addresses psychological/habitual dimensions)
- Published author (2 books)
- Media expert (TV, podcasts, worldwide workshops)
- 190K YouTube subscribers (largest audience in Tier 1)

Posture Focus

- Cognitive behavioral approach to posture (habit breaking, not just exercise)
- Forward head posture, rounded shoulders, anterior pelvic tilt
- Ergonomics myths busting (e.g., standing desks, furniture solutions)
- Long-term behavior change over quick fixes
- Posture as confidence and presence builder (mind-body integration)

Monetization Signals

- *The 30 Day Posture Makeover App* (subscription-based, recurring)
- YouTube (advertising, affiliate potential)
- Book sales (Amazon)
- Corporate workshops and speaking engagements
- Consulting for health brands
- TEDx presence (speaking fees, consulting)

Why They're a Perfect Fit

Michelle has the largest audience (190K) and proven diversified revenue model (app + books + speaking). Her psychology-first approach is rare and highly valuable for habit sustainability. Her TEDx presence shows elite positioning. The app model demonstrates understanding of recurring revenue and customer lifetime value.

Estimated Ability to Pay: HIGH CONFIDENCE

Multiple revenue streams + large audience = strong capacity for \$600–\$900/month investment.

Sources:

- <https://www.posturemakeover.com/about/>
 - <https://www.youtube.com/c/ThePowerofPosture>
 - (190K subscribers)
 - <https://www.youtube.com/watch?v=ShdFHpBOUak>
 - (TEDx Talk)
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5. POSTURE ELLIE – Posture Therapist, Online Membership Platform

Role: Certified Posture Therapist, Yoga Teacher, Breathwork Instructor, Movement Specialist

Primary Platforms:

- <https://posture-ellie.com>
- (main hub)
- <https://www.youtube.com/c/PostureEllie>
- (active content)
- <https://posture-ellie.com/the-posture-squad>
- (membership platform)

Authority Proof

- Egoscue Institute trained (certified posture therapist)
- 250-hour Yoga Teacher certification
- Breathwork instructor
- Founder of The Posture Squad (membership platform with hundreds of routines)
- Personal transformation story (chronic pain → posture expert)
- Lifestyle-focused education (posture as life practice, not fitness trend)

Posture Focus

- Egoscue method posture correction
- Movement pattern retraining
- Breathing integration for posture
- Nervous system regulation through posture
- Lifestyle habit integration (posture as daily practice)

Monetization Signals

- The Posture Squad (online membership platform)

- Hundreds of posture routines
- Individual posture photo assessments
- Customized routine recommendations
- Group support and troubleshooting
- Monthly/recurring membership
- YouTube (free content, audience building)
- Private consultations (premium tier)

Why They're a Perfect Fit

Ellie has built a true membership platform (The Posture Squad) with individual customization and community support. Her Egoscue training is recognized worldwide. The emphasis on lifestyle (not 90-day challenges or quick fixes) aligns with long-term women's health positioning. She's proven the subscription model works.

Estimated Ability to Pay: MEDIUM-HIGH CONFIDENCE

Membership platform suggests \$500–\$700/month feasible; growth trajectory indicates capacity for higher investment.

Sources:

- <https://posture-ellie.com>
- <https://www.youtube.com/c/PostureEllie>
- <https://posture-ellie.com/the-posture-squad/>

TIER 2: STRONG CANDIDATES

(Clinical/specialized credentials, multiple revenue streams, proven authority)

6. SHELLY PROSKO – Physiotherapist, Yoga Therapist, Pelvic Floor Specialist

Role: Physiotherapist, Yoga Therapist, Women's Health & Pelvic Floor Expert

Primary Platforms:

- <https://physioyoga.ca>

- (main website)
- <https://www.youtube.com/watch?v=8up4diW11xM>
- (YouTube content)
- <https://embodiaapp.com>
- (online course platform)
- <https://vimeo.com/ondemand/pelvicfloorhealth>
- (Vimeo On Demand)

Authority Proof

- Licensed physiotherapist (clinical credentials)
- Yoga therapist (holistic movement expertise)
- Specialization in pelvic floor health (niche authority)
- PhysioYoga course instructor (teaches professionals)
- Online course creator (Embodia platform)

Posture Focus

- Pelvic floor health and posture integration
- Yoga therapy for posture (breathwork, alignment, nervous system)
- Women's pelvic health (prolapse, incontinence, dysfunction)
- Breathing mechanics and spinal alignment
- Yoga philosophy + clinical science blend

Monetization Signals

- PhysioYoga & the Pelvic Floor Course (Embodia): Professional training program
- Video practices on Vimeo On Demand
- Resource package (6 hours of video practices, Embodia)
- Professional CEU courses
- Online webinars and trainings
- Potential consulting for health organizations

Why They're a Perfect Fit

Shelly bridges clinical PT expertise with yoga therapy, offering a holistic approach rare in the posture space. Her pelvic floor specialization addresses a critical gap (many women don't connect posture to pelvic health). Multiple online platforms show tech-savviness and content distribution strategy.

Estimated Ability to Pay: MEDIUM-HIGH CONFIDENCE

Professional course pricing + online platform revenue suggests \$500–\$700/month feasible.

Sources:

- <https://physioyoga.ca>
 - <https://www.youtube.com/watch?v=8up4diW11xM>
 - <https://embodiaapp.com/courses/94-physioyoga-and-the-pelvic-floor-shelly-pros-ko>
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7. DR. LIZA EGBOGAH – Fascia & Posture Expert, Founder of The Fix (Toronto)

Role: DC (Chiropractor), DOMP (Manual Osteopath), Fascia Specialist, Media Expert, Entrepreneur

Primary Platforms:

- <https://www.thefixtto.com>
- (boutique clinic hub, Toronto)
- <https://www.drlizaegbogah.com>
- (personal brand)
- Media expert: CTV The Social, CTV Morning Live, Marilyn Denis, KTLA, NBC, etc.
- Dr. Liza Shoes (product line—chiropractor-approved footwear)
- Dr. Liza Bags (ergonomic accessory line)

Authority Proof

- Doctor of Chiropractic (Summa Cum Laude, Canadian Memorial Chiropractic College)
- Diploma in Manual Osteopathic Practice
- Pharmacology degree with distinction (University of Alberta)
- Certified personal trainer
- Harvard post-graduate member
- Media expert (40+ TV/radio appearances)
- Entrepreneur with multiple product lines
- Black Canadian business leader (named one of 150 Extraordinary Canadians, 2018)

Posture Focus

- Fascial integration and posture (myofascial release)
- Women's health and posture correction
- Holistic posture approach (trauma-informed, nervous system-aware)
- Postural assessment and custom orthotic therapy
- Lifestyle counseling for posture sustainability

Monetization Signals

- Private clinic services (The Fix, Toronto—in-person)
- Media consulting and expert commentary
- Speaking engagements
- Product lines (Dr. Liza Shoes, Dr. Liza Bags)
- Potential for digital coaching/courses (not yet launched)
- Podcast and media partnerships

Why They're a Perfect Fit

Dr. Liza is elite—exceptional credentials, media authority, entrepreneurial mindset (multiple product lines), and a focus on women's health. She's proven ability to monetize beyond clinic (products, media, speaking). Her media presence gives instant credibility. The main opportunity is channeling her expertise into scalable digital offerings.

Estimated Ability to Pay: HIGH CONFIDENCE

Clinic revenue + product sales + speaking fees = strong capacity for \$600–\$800/month.

Sources:

- <https://www.thefixtto.com/about>
 - <https://www.drlizaegbogah.com>
 - <https://www.startupcan.ca/comfort-care-and-confidence-for-women-with-dr-liza-egbogah/>
-

8. RACHEL TAVEL – PT, DPT, CSCS, Content Creator & Women's Health Authority

Role: Doctor of Physical Therapy, Certified Strength & Conditioning Specialist, Published Writer, Media Expert

Primary Platforms:

- <https://www.racheltavel.com>
- (professional hub)
- <https://rtavel.journoportfolio.com>
- (portfolio)
- Published in: Forbes, Women's Health, Men's Health, Runner's World, SELF, Bicycling, HuffPost
- Media: Sirius XM "Doctor Radio", podcasts
- Wellen (online exercise program for osteoporosis/bone health)

Authority Proof

- Doctor of Physical Therapy (NYU)
- CSCS (National Strength & Conditioning Association)
- Published writer (Forbes, Women's Health, multiple magazines)
- 10+ years clinical + digital health experience
- Co-authored multiple books
- Frequent media expert (radio, podcasts, publications)
- Background: Travel writer (unique storytelling ability)

Posture Focus

- Posture for women's bone health and midlife wellness
- Movement and strength for aging women
- Spinal alignment and injury prevention
- Evidence-based posture education
- Integrates psychology with biomechanics

Monetization Signals

- Content consulting and writing (Forbes, Women's Health)
- Speaking engagements and podcasting
- Expert consulting for health brands
- Wellen partnership (online exercise program)
- Potential paid newsletter/Substack
- Book authoring and royalties

Why They're a Perfect Fit

Rachel combines clinical expertise with world-class storytelling and publishing credentials. Her media presence (Forbes, Women's Health, radio) is rare. She bridges clinical PT knowledge with accessible consumer education. Her consulting work shows comfort with partnership and content monetization.

Estimated Ability to Pay: MEDIUM CONFIDENCE

Content consulting + speaking suggests \$400–\$600/month feasible; growth potential high.

Sources:

- <https://www.racheltavel.com>
 - <https://rtavel.journoportfolio.com>
 - <https://www.womenshealthmag.com/author/221195/dr-rachel-tavel/>
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9. DR. SARAH ELLIS DUVALL – PT, DPT, Women's Health & Pregnancy/Postpartum Specialist

Role: Doctor of Physical Therapy, Certified Personal Trainer, Women's Health Educator, Core Exercise Solutions Founder

Primary Platforms:

- <https://www.coreexercisesolutions.com>
- (educational hub)
- Online courses and certification programs
- <https://www.coreexercisesolutions.com/application>
- (Learning Through Applications membership)

Authority Proof

- DPT (Doctor of Physical Therapy)
- CPT (Certified Personal Trainer)
- CNC (Certified Nutrition Coach)
- 20+ years in health and wellness
- Founder of Core Exercise Solutions (educational company)
- Pregnancy & Postpartum Corrective Exercise Specialist (teaches other professionals)
- Internationally recognized educator in women's health

Posture Focus

- Posture during pregnancy and postpartum
- Pelvic floor and postural integration
- Diastasis recti and spinal alignment
- Core function for women's health
- Posture for bone health (osteoporosis prevention)
- Women's midlife posture transitions

Monetization Signals

- Pregnancy & Postpartum Corrective Exercise Specialist Course (certification)
- Learning Through Applications 2.0 Membership: \$250 setup + \$133/month (or \$500/6 months)
 - Includes 30 hours CEU credits
 - Workout membership + education
 - Facebook group support + live Q&As
- Professional training programs

- 15-day money-back guarantee (high-confidence offering)

Why They're a Perfect Fit

Dr. Duvall has built a proven membership model (\$133/month recurring) with professional credentials. Her specialization in pregnancy/postpartum is underserved in the posture space. She teaches professionals (multiplier effect). The Learning Through Applications model shows comfort with subscription revenue and community support.

Estimated Ability to Pay: HIGH CONFIDENCE

Established membership model suggests \$500–\$700/month feasible.

Sources:

- <https://www.coreexercisesolutions.com/>
 - <https://www.coreexercisesolutions.com/application/>
-

TIER 3: EMERGING CANDIDATES

(Specialized niches, growing platforms, high conversion potential)

10. TRACY SEIDER – Exercise & Posture Specialist, Reshape Method for Perimenopause

Role: Exercise & Posture Specialist, Corrective Exercise Specialist, Women's Midlife Coach

Primary Platforms:

- <https://tracyseidercoaching.com>
- (central hub)
- YouTube (growing presence)
- Email funnel (Reshape Method preview)
- Masterclass series (free + paid upsells)

Authority Proof

- 20+ years experience (formerly media editor—transitioned to wellness)
- Corrective exercise specialist

- Posture specialist with biomechanics focus
- Free-to-paid conversion model proven (2-week free preview → paid program)
- Specialization: Women 40+, perimenopause, postmenopause

Posture Focus

- Body realignment (root-cause approach)
- Posture for perimenopause and menopause
- Back, hip, neck pain relief (common women's complaints)
- Biomechanics-based correction (not just exercises)
- Nervous system and posture integration

Monetization Signals

- The Reshape Method® (online program, recurring)
- Free 2-week preview (lead magnet, high conversion)
- Private sessions (premium upsell)
- Weekly Zoom calls (included in membership)
- Masterclass series (3 Exercise Hacks for Women 40+)
- Email funnel and workshop registration

Why They're a Perfect Fit

Tracy has engineered a smart funnel (free preview → paid program → private sessions). Her focus on perimenopause/menopause addresses a specific, high-motivation audience. The Reshape Method positioning differentiates from generic posture content. Her conversion strategy shows business sophistication despite being newer to the wellness industry.

Estimated Ability to Pay: MEDIUM CONFIDENCE

Growing program + masterclass model suggests \$400–\$600/month feasible.

Sources:

- <https://tracyseidercoaching.com>
- <https://www.youtube.com/watch?v=cEHEorCC7rQ>

11. DR. EVE CHOE — Toronto Chiropractor, Align Posture + Health Founder

Role: Doctor of Chiropractic, Posture Specialist, Integrated Wellness Founder

Primary Platforms:

- <https://www.alignposturehealth.com>
- (integrated clinic)
- <https://www.drevechoe.com>
- (personal brand)
- Private clinic: Align Posture + Health (Toronto)

Authority Proof

- Doctor of Chiropractic (Canadian Memorial Chiropractic College)
- Bachelor of Science in Human Biology (U of Toronto)
- Certified acupuncturist (2-year post-grad)
- Webster Technique certified (prenatal chiropractic)
- Activator & Thompson technique certified
- Practicing since 2006 (20-year track record)
- Women's health and posture specialization

Posture Focus

- Posture correction (12-week signature program)
- Women's health (peri-natal, menopause, pain management)
- Holistic, evidence-based approach
- Spinal alignment and nervous system regulation
- Postural assessment with custom treatment plans

Monetization Signals

- 12-Week Posture Correction Program (signature offering)
- Integrated multidisciplinary clinic (chiro, physio, massage, acupuncture, naturopathy, osteopathy, psychotherapy)
- Extended health insurance billing (corporate benefits)
- Private clinic revenue (in-person + potential online expansion)

Why They're a Perfect Fit

Dr. Eve has built a women-focused integrated clinic with posture as flagship service. The 12-week program shows structured, repeatable offering. Multidisciplinary approach (7+ practitioners) demonstrates business maturity. Extended health insurance acceptance shows corporate integration. Toronto location (Canadian market) is strategic.

Estimated Ability to Pay: MEDIUM-HIGH CONFIDENCE

Clinic revenue suggests \$400–\$600/month feasible for digital partnership.

Sources:

- <https://www.alignposturehealth.com>
 - <https://www.drevehoe.com>
-

12. MARIA DE SOUSA – Posture Queen, Feldenkrais & Yoga Teacher

Role: Feldenkrais Method Teacher, Yoga Instructor, Posture Specialist

Primary Platforms:

- <https://www.youtube.com/channel/UCXI8yIYHwewpCpBafLdZXgA/>
- (5.7K subscribers)
- https://www.instagram.com/maria.de_sousa/
- (social presence)
- <https://www.facebook.com/posturequeen/>
- (community page)
- UK-based, international reach

Authority Proof

- Feldenkrais Method trainer (advanced certification)
- Qualified yoga teacher
- Posture specialization ("Posture Queen" brand)
- Long-term educator (brand established)
- Community-focused (teaching emphasis)

Posture Focus

- Feldenkrais-based posture retraining (neuromotor learning)
- Yoga for postural alignment
- Pain-free movement and elegance
- Mindful movement and body awareness

Monetization Signals

- YouTube (early monetization potential with growth)
- Social media following (Instagram, Facebook)
- Potential for online classes, courses, workshops
- Feldenkrais teaching (premium offering)
- Early-stage digital expansion opportunity

Why They're a Perfect Fit

Maria is emerging but has strong fundamentals—recognized credentials, consistent

brand (Posture Queen), and growing social presence. Her Feldenkrais specialization is unique and highly regarded by movement professionals. The YouTube channel (5.7K) is a launchpad for scaling. Lower current revenue but high growth potential.

Estimated Ability to Pay: LOW-MEDIUM CONFIDENCE

Early-stage digital revenue; \$200–\$400/month feasible; growth trajectory promising.

Sources:

- <https://www.youtube.com/channel/UCXI8yIYHwewpCpBafLdZXqA/>
 - https://www.instagram.com/maria.de_sousa/
 - <https://www.facebook.com/posturequeen/>
-

13. ANNETTE VERPILLOT – Posturology Expert, Posturepro Founder

Role: Posturologist, Health Company Founder, Public Speaker, International Educator

Primary Platforms:

- Posturepro (health company)
- International teaching and consulting
- Podcasts and speaking engagements
- TV appearances (Breakfast Television, etc.)
- Substack (Posturepro newsletter)

Authority Proof

- Founder of Posturepro (specialized posturology company)
- Internationally esteemed posturologist (Canada/North America recognized)
- Advanced rehabilitation and injury prevention protocols (self-developed)
- International posturology training program creator
- Media presence (TV, podcasts, radio)
- Recognized for addressing chronic pain via neuromechanics

Posture Focus

- Body neuromechanics and posturology (specialized discipline)
- Chronic pain prevention and correction
- Sports performance (athletes, professional/college-level coaches)
- Postural evaluation system (proprietary method)

Monetization Signals

- Posturepro health company (consulting, training)
- International training programs
- Speaking engagements (conferences, events)
- Podcasting (media partnerships)
- Radio appearances (sponsored spots)
- Substack newsletter (potential paid tier)

Why They're a Perfect Fit

Annette brings a specialized discipline (posturology) with international recognition. Her proprietary evaluation system and training programs show intellectual property value. Media presence (podcasts, TV, radio) indicates comfort with audience building. The Substack presence shows newsletter/direct communication strategy.

Estimated Ability to Pay: MEDIUM CONFIDENCE

Speaking + training revenue suggests \$400–\$700/month feasible.

Sources:

- <https://www.youtube.com/watch?v=S3qdSo8z0Is>
 - (TEDx Talk)
 - <https://substack.com/@posturepro>
-

14. LORRI SOQUI – Posture Specialist & Pilates Trainer

Role: Nationally Recognized Posture Specialist, Certified Pilates Trainer, Mind/Body Coach

Primary Platforms:

- <https://www.youtube.com/c/LorriSoqui>
- (422 subscribers)
- https://www.instagram.com/_lorrisoqui_/
- (social presence)
- <https://www.facebook.com/healthyposture/>
- (1.4K followers)
- Local classes (St. George, Utah—Summit Athletic Club)
- "Healthy Posture" DVD series (creator)

Authority Proof

- Nationally recognized posture specialist
- Certified Pilates trainer

- Mind/body/life coach certification
- Creator of "Healthy Posture" DVD series
- Long-term educator (health/fitness industry)
- Community speaker and workshop facilitator

Posture Focus

- Healthy posture habits and lifestyle
- Pilates-based posture correction
- Posture and confidence/elegance
- Mind-body integration for postural change

Monetization Signals

- Local classes (recurring revenue)
- DVD series (product sales)
- Speaking engagements and workshops
- Potential for online expansion (YouTube, courses)
- Community presence (workshops, events)

Why They're a Perfect Fit

Lorri has deep, consistent experience in posture education with established local community. The DVD series shows product thinking. While social media presence is modest, the foundation is solid for digital expansion. High conversion potential if digital strategy is activated.

Estimated Ability to Pay: LOW-MEDIUM CONFIDENCE

Local community revenue + workshops suggest \$250–\$450/month feasible; growth potential with digital expansion.

Sources:

- <https://www.youtube.com/c/LorriSoqui>
- https://www.instagram.com/_lorrisoqui/
- <https://www.facebook.com/healthyposture/>

15. ALISON HELLER-ONO – PT, MSPT, Master Ergonomist, Worksite International CEO

Role: Physical Therapist, Board Certified Professional Ergonomist, Disability Management Expert, Business Mentor

Primary Platforms:

- <https://www.worksiteinternational.com>
- (32-year consulting firm)
- <https://www.worksiteinternational.com/ergonomics-mentorship>
- (business mentorship program)
- Ergonomics Training Academy (online courses)
- LinkedIn and professional networks

Authority Proof

- MSPT (Master of Science Physical Therapy)
- BCPE (Board Certified Professional Ergonomist)
- CPDM (Certified Professional Disability Manager)
- 32 years in ergonomics and posture consulting (pioneer in field)
- CEO of Worksite International (established 1993)
- Corporate clients: Kaiser Permanente, County of Monterey (demonstrable impact)
- International keynote speaker

Posture Focus

- Workplace posture and ergonomics (specialization)
- Posture in office/remote/desk environments
- Disability management and return-to-work
- Injury prevention through ergonomic intervention
- Workplace culture change around movement and posture

Monetization Signals

- Worksite International consulting (corporate contracts)
- 3–6 month business mentorship program (high-ticket)
- Ergonomics Training Academy (online certification courses)
- Corporate ergonomics workshops and training
- Consulting (ROI: \$16 for every \$1 invested—demonstrated impact)

Why They're a Perfect Fit

Alison is a 32-year veteran with unprecedented credentials and corporate proof-of-concept. Her mentorship program (\$high-ticket, 3–6 months) shows comfort with \$500+/month commitments. Her business model—consulting, training, mentorship—is highly scalable. The demonstrated ROI with County of Monterey (1,500+ employees trained, \$16 ROI per \$1 invested) proves value-delivery.

Estimated Ability to Pay: HIGH CONFIDENCE

Established consulting business + corporate client base suggests \$600–\$900/month easily feasible.

Sources:

- <https://www.worksiteinternational.com/ergonomics-mentorship>
 - <https://www.linkedin.com/in/alison-heller-ono-98a13a13>
 - <https://www.worksiteinternational.com/ergonomics-expert-alison-heller-ono>
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16. CYNTHIA CROISSANT – Biomechanics Specialist, Corrective Exercise Expert

Role: NASM Certified Personal Trainer, Biomechanics Specialist, Posture & Mobility Expert

Primary Platforms:

- <https://www.linkedin.com/in/cynthia-croissant-fsd>
- (professional profile)
- "Fitness Simply Done" (training business, Houston, TX)
- Local training and online coaching

Authority Proof

- NASM Certified Personal Trainer (NASM-CPT)
- SFG Certified Kettlebell Instructor (StrongFirst)
- Biomechanics specialist
- Original Strength certified instructor
- Flexible Steel certified
- Ground Force Method certified
- Focus: Women 40+, root cause correction, pain elimination

Posture Focus

- Posture and mobility (integrated approach)
- Core and glute strength (foundational for posture)
- Biomechanics-based correction
- Root cause identification (not symptom chasing)
- Women 40+ specialization

Monetization Signals

- Personal training (online and in-person)
- Group training and classes
- Online coaching programs
- Potential for membership or course creation
- Consulting (form correction, program design)

Why They're a Perfect Fit

Cynthia brings biomechanics expertise with women 40+ focus (growing market). Her multi-certification approach (kettlebells, Original Strength, Flexible Steel, Ground Force Method) shows continuous learning and diverse methodology. The emphasis on "root cause" aligns with corrective posture philosophy. Online coaching experience indicates digital readiness.

Estimated Ability to Pay: MEDIUM CONFIDENCE

Training revenue suggests \$300–\$500/month feasible; growth potential high.

Sources:

- <https://www.linkedin.com/in/cynthia-croissant-fsd>
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17. ERIN TIETZ — Fascia Expert, Daily Fascia Platform Founder

Role: Fascia Specialist, Chronic Pain Recovery Coach, Dance & Movement Educator

Primary Platforms:

- Daily Fascia (online courses and platform)
- YouTube content
- Virtual sessions (personalized coaching)
- Patreon community (supporters and members)

Authority Proof

- Fascia investigator and educator (emerging specialty)
- Dance background (embodied movement expertise)
- Chronic pain recovery specialist (personal + professional)
- Neuromotor retraining (nervous system integration)
- Trauma-informed approach (fascia + emotions)

Posture Focus

- Fascia conditioning and posture integration

- Nervous system regulation through movement
- Chronic pain relief (often root cause is fascia/posture disconnect)
- Mindful movement and body awareness
- Dance and movement for postural restoration

Monetization Signals

- Daily Fascia online courses
- Personalized virtual sessions (1-on-1 coaching)
- Patreon community (recurring member support)
- YouTube (content + audience building)
- Potential for larger online platform expansion

Why They're a Perfect Fit

Erin brings a fascia-first perspective (emerging discipline) with trauma-informed and nervous system expertise. Her combination of dance training + chronic pain recovery + online platforms shows modern movement educator credentials. The Patreon model demonstrates comfort with community-based recurring revenue. High growth potential.

Estimated Ability to Pay: LOW-MEDIUM CONFIDENCE

Early-stage digital revenue; \$300–\$500/month feasible with growth trajectory.

Sources:

- <https://www.youtube.com/watch?v=CVfDMj8becI>
- (Posture Dojo Podcast appearance)

COMPARATIVE SUMMARY TABLE

Ran k	Name	Tie r	Primary Model	Audience Size	Est. Revenu e (\$)/mo.	Key Differentiator	Fit Score

1	Paula Moore	1	Membership + Community	59K YouTube, 93+ countries	\$700–\$1,000 +	Structural alignment specialist; global reach	★★★★★
2	Jessica Valant	1	Membership (UNLIMITED)	Growing YouTube, thousands members	\$700–\$1,000 +	Women's health + clinical PT; proven model	★★★★★
3	Zeena Dhalla	1	Hybrid: Corporate + Coaching	20+ years corporate clients	\$600–\$900	Corporate wellness; Egoscue expert	★★★★★
4	Michelle Joyce	1	App + Books + Speaking	190K YouTube (largest)	\$600–\$900	Psychology-first; behavioral change	★★★★★
5	Posture Ellie	1	Membership Platform	YouTube + members	\$500–\$700	Egoscue method; personalized routines	★★★★★
6	Shelly Prosko	2	Online Courses +	Professional educators	\$500–\$700	Pelvic floor + yoga therapy blend	★★★★★

			Certifications				
7	Dr. Liza Egbogah	2	Clinic + Media + Products	Media presence (40+ appearances)	\$600–\$800	Fascia expert; women's health; entrepreneur	★★★★★
8	Rachel Tavel	2	Content Consulting + Media	Forbes, Women's Health, etc.	\$400–\$600	Published writer; bone health focus	★★★★
9	Dr. Sarah Ellis Duvall	2	Membership + Certifications	Professional + consumer	\$500–\$700	Pregnancy/postpartum; proven model	★★★★★
10	Tracy Seider	3	Free-to-Paid (Reshape Method)	Growing email list	\$400–\$600	Perimenopause specialist; smart funnel	★★★★★
11	Dr. Eve Choe	3	Integrated Clinic	Local + some online potential	\$400–\$600	Toronto-based; 12-week program	★★★★

12	Maria de Sousa	3	YouTube + Social (emerging)	5.7K YouTube, social following	\$200–\$400	Feldenkrais method; growth potential	★ ★ ★
13	Annette Verpillot	3	Speaking + Training + Consulting	International recognition	\$400–\$700	Posturology pioneer; media present	★ ★ ★ ★
14	Lorri Soqui	3	Local Classes + Online (potential)	422 YouTube, local community	\$250–\$450	DVD creator; expansion potential	★ ★ ★
15	Alison Heller-Ono	3	Corporate Consulting + Mentorship	32-year firm, Kaiser, etc.	\$600–\$900	Ergonomics pioneer; corporate trust	★ ★ ★ ★ ★
16	Cynthia Croissant	3	Personal Training + Coaching	Local + online clients	\$300–\$500	Women 40+ + biomechanics	★ ★ ★

17	Erin Tietz	3	Online Courses + Patreon	YouTube + members	\$300–\$500	Fascia specialist; nervous system focus	★★★
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STRATEGIC RECOMMENDATIONS

Immediate Outreach (Next 30 Days)

Tier 1 candidates (Paula Moore, Jessica Valant, Zeena Dhalla, Michelle Joyce) represent the highest probability of partnership given proven revenue models, large audiences, and demonstrated business maturity. These four have capacity and motivation to invest \$500–\$1,000/month and would benefit from:

- Authority amplification on female-focused platform
- SEO footprint expansion (backlink, content ownership)
- Diversified revenue streams (referral, affiliate, co-branded offerings)
- Community cross-pollination (audience growth)

Secondary Outreach (30–60 Days)

Select Tier 2 candidates (Dr. Sarah Ellis Duvall, Alison Heller-Ono) bring specialized niches (pregnancy/postpartum, corporate ergonomics) that expand the platform's total addressable market. These candidates show the highest intellectual property value and professional credibility within specific verticals.

Emerging Partnerships (60+ Days)

Tier 3 candidates (Maria de Sousa, Tracy Seider, Cynthia Croissant) represent growth investments—lower current revenue, but higher growth potential and lower partnership costs. These candidates may accept lower investment tiers (\$300–\$500/month) in exchange for content distribution and audience access.

Differentiation Strategy by Candidate Type

For Mega-Authorities (Paula, Jessica, Michelle, Zeena):

- Value prop: Authority consolidation, SEO, platform ownership, audience expansion
- Ask: Content placement, co-created courses, speaking features, affiliate revenue
- Investment level: \$600–\$1,000+/month (high confidence)

For Clinical Specialists (Dr. Duvall, Shelly, Dr. Eve):

- Value prop: Professional credibility, cross-referral, practice expansion, digital scaling
- Ask: Certification courses, continuing education, professional referrals
- Investment level: \$400–\$700/month (medium confidence)

For Emerging Platforms (Erin, Maria, Tracy):

- Value prop: Audience growth, digital scaling, revenue diversification
- Ask: Content distribution, co-created offerings, marketing support
- Investment level: \$300–\$500/month (medium-low confidence, but high conversion potential)

CONCLUSION

This cohort represents the highest quality female posture educators in the English-speaking market. All 17 candidates demonstrate:

- ✓ Corrective depth (not aesthetic focus)
- ✓ Evidence-based methodologies
- ✓ Women's health awareness (or specialization)
- ✓ Established online presence (YouTube, websites, courses, coaching)
- ✓ Multiple revenue streams and business maturity
- ✓ Educator mindset (teaching, not self-promotion)

Paula Moore, Jessica Valant, Zeena Dhalla, and Michelle Joyce represent the Tier 1 "must-have" partnerships given their scale, credibility, and proven business models. The remaining candidates offer specialized expertise, niche audiences, and growth opportunities.

A phased partnership strategy—beginning with Tier 1 outreach, expanding to Tier 2 specialists, and scaling through Tier 3 emerging educators—will build a comprehensive, credible posture education ecosystem positioned for long-term authority and monetization.