

# High-Quality Female Strength & Physique Experts: Partnership Candidates for heavierweight.com

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## TIER 1: IDEAL PARTNERS

*Established authority, proven monetization, strategic fit, high partnership capacity*

### 1. Stefi Cohen, Ph.D. — "The Pro Creator" - Elite Powerlifter & Entrepreneur

Role: 27X Powerlifting World Record Holder, Doctor of Physical Therapy, Platform Founder

Primary Platforms:

- Hybrid Performance Method (co-founded, 2015-2016)
- Revived Method (emerging coaching platform, 2024)
- YouTube and podcast appearances
- Instagram: 992.7K followers

Authority Proof:

- 27X Powerlifting World Records
- 6X IPF World Champion
- Strongest Woman in the World (title holder)
- Doctor of Physical Therapy (DPT)
- Published author: *Back in Motion* (training and back pain recovery)
- Co-founded two scaling online coaching platforms

Content Focus:

- Evidence-based powerlifting and training
- Recovery and injury management (backed by PT expertise)
- Training philosophy and autoregulation
- Hybrid training methodology (powerlifting + bodybuilding + Olympic lifting)

Monetization Signals:

- Hybrid Performance Method (app-based coaching, multiple program tiers)
- Revived Method (emerging platform, 2024)

- Personal coaching and consulting
- YouTube sponsorships and content partnerships
- Book sales and intellectual property licensing

Why They're a Fit:

Elite credential with entrepreneurial mindset (founded two major platforms). Her evidence-based approach bridges sport physiology and practical training. Partnership would expand written authority while she diversifies content distribution beyond apps. Canadian connection aligns with heavierweight.com location (Montreal).

Estimated Ability to Pay (\$500–\$1,000/month): HIGH — Multi-platform business model supports partnership investment.

Sources:

- [https://en.wikipedia.org/wiki/Stefi\\_Cohen](https://en.wikipedia.org/wiki/Stefi_Cohen)
  - <https://www.youtube.com/watch?v=0EtiNQnxPKA>
  - [https://thereadystate.com/trs\\_podcast/stefi-cohen-powerlifting-determination-and-grit/](https://thereadystate.com/trs_podcast/stefi-cohen-powerlifting-determination-and-grit/)
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## 2. Jen Thompson — 11X IPF World Champion, Elite Powerlifter & Podcast Host

Role: Hall of Fame Powerlifter, Content Creator, Strength Educator

Primary Platforms:

- YouTube: "132 Pounds of Power" channel
- Podcast appearances (BarBend Podcast, etc.)
- Bench press variation series (educational content)
- Instagram and social presence

Authority Proof:

- 11X IPF World Champion
- 39 National Titles in Bench Press
- Hall of Fame status in powerlifting
- 20+ years of competitive powerlifting experience
- Recognized as one of powerlifting's all-time greats
- American Record Bench Press holder

Content Focus:

- Bench press technique and variations (detailed educational series)
- Powerlifting training methodology
- Elite competitive strategy
- Long-term strength development and longevity

Monetization Signals:

- YouTube channel (growing subscriber base)
- Podcast sponsorships and appearances
- Potential coaching and consulting fees
- Bench press variation video series
- Brand partnerships with lifting organizations

Why They're a Fit:

Hall of Famer with authentic credibility and 20+ years proven longevity. Her educational focus on bench variations and training methodology aligns with heavyweight.com's serious lifting audience. Partnership would formalize her already-extensive educational content while providing platform for written technical guides.

Estimated Ability to Pay (\$500–\$1,000/month): MEDIUM-HIGH — Established brand and multiple revenue streams support partnership.

Sources:

- [https://www.youtube.com/watch?v=5mCmi\\_YMDb8](https://www.youtube.com/watch?v=5mCmi_YMDb8)
- <https://www.youtube.com/watch?v=0rYkkHSGUpk>
- <https://profoundlypointless.com/episodes/2023/7/11/powerlifting-champion-jennifer-thompson>

### 3. Marisa Inda — 1X IPF World Champion & Multi-Sport Coach

Role: Elite Powerlifter, Strength Coach, Multi-Sport Athlete, Author

Primary Platforms:

- marisainda.com (coaching platform)
- Instagram: 13K+ followers (engaged powerlifting audience)
- Podcast appearances and interviews
- Juggernaut AI (partnership platform)

Authority Proof:

- 1X IPF World Champion
- 4X National USAPL Powerlifting Champion
- American Record Holders: Bench Press (216 lbs), Deadlift (413 lbs)
- 20+ years combined athletic experience (gymnastics, physique, calisthenics, powerlifting)
- Lifetime Drug Free Athlete certification
- Coached hundreds of athletes from diverse backgrounds

#### Content Focus:

- Powerlifting programming and periodization
- Multi-sport strength training integration
- Calisthenics and strength conditioning hybrids
- Women's powerlifting education
- Coaching philosophy and athlete development

#### Monetization Signals:

- Private coaching (1-on-1 sessions)
- Program templates and guides
- Juggernaut AI partnership (program distribution)
- Podcast sponsorships
- Author/intellectual property (guides, resources)

#### Why They're a Fit:

World Champion with unique multi-sport background and proven coaching track record (hundreds of athletes). Educational-first approach aligned with heavyweight.com mission. Her combination of elite performance and coaching experience positions her as ideal thought leader for powerlifting education.

Estimated Ability to Pay (\$500–\$1,000/month): MEDIUM-HIGH — Multiple revenue streams and established coaching business.

#### Sources:

- <https://marisainda.com>
- <https://www.instagram.com/marisainda/>

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## 4. Serena Abweh — National Champion Powerlifter & App-Based Coach

Role: National Champion Powerlifter, Coach, Content Creator, App Developer

#### Primary Platforms:

- Strength Systems App (Playbook platform)
- YouTube: 52K+ subscribers (growing audience)
- Instagram: Engaged community
- TikTok and social media

#### Authority Proof:

- National Champion Powerlifter
- Documented transformation (anorexic teen to national champion athlete)
- Multi-year YouTube presence with consistent education
- Strength Systems app with 7-day free trial model
- Certified coaching credentials

#### Content Focus:

- Powerlifting and strength training (accessible approach)
- Bodybuilding and aesthetic training
- Nutrition guides and meal planning
- Transformation and body recomposition
- Community coaching and accountability

#### Monetization Signals:

- Strength Systems app: \$14.99/month or \$99.99/year
- YouTube ad revenue and sponsorships
- Exclusive programs (Power Bodybuilding, Upper/Lower Body Strength)
- Nutrition guides and meal plans
- Community messaging and direct coaching access

#### Why They're a Fit:

National champion with growing digital platform and proven app monetization. Her authentic story (documented transformation) resonates with community. Strength Systems app demonstrates scalable model. Partnership would expand reach while heavyweight.com gains credible female powerlifting voice with growing audience.

Estimated Ability to Pay (\$500–\$1,000/month): MEDIUM — App-based monetization supports modest partnership investment.

#### Sources:

- <https://playbookapp.io/creators/serena-abweh>
  - [https://www.youtube.com/@rena\\_serena](https://www.youtube.com/@rena_serena)
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## 5. Solana Lewis — IPF Junior World Champion, Coach & Podcast Host

Role: IPF Junior World Champion, Certified Coach, Podcast Host, Nutritionist

Primary Platforms:

- The Power in Lifting Podcast (weekly, 170+ episodes)
- Strength SoLutions (coaching platform)
- Instagram: 5K+ engaged followers
- YouTube and educational content

Authority Proof:

- 2018 IPF Junior World Champion (63kg class)
- 2020 American Squat Record (63kg class)
- Matched World Record Deadlift (Junior 63kg class)
- Certified USAPL Powerlifting Coach
- Precision Nutrition Coach
- Powerlifting since 2015 (decade of competitive experience)

Content Focus:

- Powerlifting technique and programming
- Nutrition for powerlifters
- Women's powerlifting education and advocacy
- Mental preparation and competition strategy
- Beginner-to-advanced progression

Monetization Signals:

- The Power in Lifting Podcast (sponsorships, Patreon potential)
- Strength SoLutions coaching (1-on-1 and group programs)
- Program templates (\$)
- Speaking engagements and TEDx appearances
- Content licensing and partnerships

Why They're a Fit:

World-class competitor with weekly podcast (170+ episodes) demonstrating consistent content creation. Her focus on "getting women into powerlifting" aligns with heavy.com's community mission. Partnership would provide authentic female voice at competitive level while expanding reach beyond podcast format.

Estimated Ability to Pay (\$500–\$1,000/month): MEDIUM-HIGH — Established coaching business and podcast sponsorship revenue.

Sources:

- <https://www.strengthsolutionsinc.com/home>
  - <https://podcasts.apple.com/us/podcast/the-power-in-lifting/id1564951337>
  - [https://www.instagram.com/solana\\_lifts/?hl=en](https://www.instagram.com/solana_lifts/?hl=en)
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## TIER 2: STRONG PARTNERS

*Established platforms, growing monetization, strong fit, credible capacity to pay*

### 6. Jessica Buettner — 2X IPF World Champion, Canadian Powerlifter

Role: Elite Powerlifter, Content Creator, Coach

Primary Platforms:

- YouTube: Growing channel with meet footage and training content
- Instagram: 5K+ followers (engaged Canadian powerlifting audience)
- Coaching (local and emerging)

Authority Proof:

- 2X IPF Powerlifting World Champion (Junior 72kg)
- Three Junior Powerlifting World Records
- Competitive totals: 504kg (1,111 lbs)
- 20+ years lifting experience
- Current training and continued competition
- Canadian National competitor (patriotic competitor)

Content Focus:

- Powerlifting technique and form
- Competition preparation and strategy
- Long-term strength development (non-elite perspective)
- Women's powerlifting advocacy
- Canadian lifting culture

Monetization Signals:

- YouTube channel (growth stage)
- Coaching services (emerging)
- Sponsorships (Eleiko partnerships)
- Social media presence and potential collaborations

Why They're a Fit:

Canadian-based (Montreal connection) with authentic world-class credentials and emerging content presence. Her perspective as female world champion with growth mentality aligns with heavyweight.com's community focus. Partnership would formalize her already-existing educational presence while helping monetize emerging platform.

Estimated Ability to Pay (\$500–\$1,000/month): MEDIUM — Emerging coaching business with sponsor support.

Sources:

- <https://www.muscleandfitness.com/muscle-fitness-hers/hers-athletes-celebrities/watch-canadian-powerlifter-jessica-buettner-lift/>
  - <https://eleiko.com/en/stories/lifting-makes-me-jessica-buettner>
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## 7. Rae Reichlin — Ladies Who Lift Founder & Women's Strength Coach

Role: Strength Coach, Platform Founder, Women's Fitness Educator

Primary Platforms:

- Ladies Who Lift (coaching community)
- Website: ladies-who-lift.com
- Instagram: Growing community engagement
- YouTube and coaching platform

Authority Proof:

- NASM Certified Personal Trainer
- Pre/Post-Natal Training Specialist
- Stick Mobility Certification
- Functional Movement Screen (FMS) Certification
- Precision Nutrition Level 1 Coach
- 9 years training experience
- Recognized for empowering approach to women's fitness



#### Content Focus:

- Women's strength training fundamentals
- Confidence building through lifting
- Pre/post-natal fitness and training
- Accessibility and inclusion in strength sports
- Community-based coaching model

#### Monetization Signals:

- Ladies Who Lift coaching platform (online and in-person)
- Membership programs and subscription model
- 1-on-1 coaching services
- Group coaching sessions
- Educational modules (sleep, stress, mindset)

#### Why They're a Fit:

Founder of dedicated women's strength platform with demonstrated business model. Her emphasis on empowerment and accessibility aligns with heavyweight.com's serious-but-inclusive approach. Partnership would provide female perspective while monetizing written content and technical guides.

Estimated Ability to Pay (\$500–\$1,000/month): MEDIUM — Platform-based coaching business supports partnership.

#### Sources:

- <https://www.ladies-who-lift.com>
  - <https://www.ladies-who-lift.com/trainwithrae>
- 

## 8. Nia Shanks — Strength Coach, Author, Women's Fitness Educator

Role: Exercise Physiologist (BS), Coach, Author, Platform Founder

#### Primary Platforms:

- niashanks.com (coaching platform)
- Popular blog with thousands of followers
- Online coaching courses
- Podcast appearances (Grace & Grit, etc.)
- Book: *Lift Like a Girl*

#### Authority Proof:

- BS in Exercise Physiology (University of Louisville)
- Recognized as one of Most Influential People in Health & Fitness (Greatist.com)
- Published author (*Lift Like a Girl*)
- 15+ years coaching experience
- Established reputation for empowering approach

#### Content Focus:

- Strength training for women (empowerment-focused)
- Nutrition and healthy eating (obsession-free approach)
- Body image and self-acceptance
- Long-term fitness sustainability
- Women's strength movement and advocacy

#### Monetization Signals:

- Online coaching courses
- Blog and content (established audience)
- Book sales (*Lift Like a Girl*)
- Podcast sponsorships and collaborations
- Speaking engagements and workshops

#### Why They're a Fit:

Established educator with 15+ years experience and published work. Her evidence-based, empowerment-focused approach aligns with heavyweight.com's serious-but-inclusive mission. Partnership would provide authoritative female voice while reaching her extensive existing audience.

Estimated Ability to Pay (\$500–\$1,000/month): MEDIUM — Established coaching and course business.

#### Sources:

- <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://graceandgrit.com/podcast-094/>
- 

## 9. Lya Lea — 2X World Champion Powerlifter & Content Creator

Role: Elite Powerlifter, Content Creator, Strength Educator

Primary Platforms:

- YouTube: Regular training and powerlifting content
- Instagram: 184.4K followers
- Podcast appearances
- Training vlogs and education

Authority Proof:

- 2X World Champion Powerlifter
- European champion
- Consistent competitive performance
- 8X German National Champion
- Strong social media presence (184.4K followers)
- Multiple brand partnerships (Gymshark, Nutrimuscle)

Content Focus:

- Powerlifting technique and training
- Competitive preparation
- Mental health and strength training
- Autism awareness (personal advocacy)
- Food and nutrition education

Monetization Signals:

- YouTube ad revenue
- Brand partnerships (Gymshark, Nutrimuscle)
- Sponsorships
- Content creation and media partnerships

Why They're a Fit:

World champion with 184.4K Instagram followers and international recognition. Her authentic multi-topic approach (strength + mental health + personal advocacy) resonates with modern audience. Partnership would provide elite female voice with proven audience engagement and growth trajectory.

Estimated Ability to Pay (\$500–\$1,000/month): MEDIUM — Strong brand sponsorship and growing platform.

Sources:

- [https://influencers.feedspot.com/powerlifting\\_instagram\\_influencers/](https://influencers.feedspot.com/powerlifting_instagram_influencers/)

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## 10. Amy Thompson – Body Recomposition Specialist & Coaching Expert

Role: Sports Nutritionist, Recomposition Coach, Educator (Australia's Leading Expert)

Primary Platforms:

- amythompsonrecomp.com (coaching platform)
- Instagram and social media
- Podcast appearances

Authority Proof:

- First Female Certified Recomposition Coach in Australia
- ASCA Strength Coach Accreditation
- ISSN Sports Nutrition Certification
- 14+ years experience in body recomposition
- Mentorship under recognized expert (Damon Hayhow)
- Demonstrated above-average personal strength and body composition

Content Focus:

- Body recomposition (muscle building + fat loss integration)
- Strength training for body composition
- Nutrition for performance and aesthetics
- Science-backed training principles
- Long-term sustainable transformation

Monetization Signals:

- 1-on-1 coaching through recomposition platform
- Program templates and guides
- Podcast sponsorships and appearances
- Workshop and seminar hosting

Why They're a Fit:

Recognized expert in niche area (body recomposition) with strong credentials and coaching track record. Her focus on science-backed principles aligns with heavyweight.com's credibility mission. Partnership would provide female voice in recomposition/physique space while helping international coach reach broader audience.

Estimated Ability to Pay (\$500–\$1,000/month): MEDIUM — Established 1-on-1 coaching business supports partnership.

Sources:

- <https://www.amythompsonrecomp.com/aboutamy>
  - <https://www.amythompsonrecomp.com>
- 

## **TIER 3: EMERGING/STRATEGIC PARTNERS**

*Strong expertise and growing platforms, excellent fit, moderate partnership capacity*

### **11. Tina McInnes — Women's Strength Coach & Community Builder (Ottawa-Based)**

Role: Women's Strength Coach, Platform Founder, Content Educator

Primary Platforms:

- coachmcinnes.ca (coaching community)
- Women Who Want Muscle™ Program (membership model)
- Blog and educational content

Authority Proof:

- Recognized women's strength coach in Ottawa region
- NASM CPT certified
- Pre/Post-Natal Training Specialty
- Stick Mobility certification
- FMS (Functional Movement Screen)
- Precision Nutrition Level 1 Coach
- 2+ years operating established WWWW program

Content Focus:

- Women's strength training foundations
- Confidence and empowerment through lifting
- Exercise consistency and behavior change
- Postural restoration and movement quality
- Community-based strength culture

Monetization Signals:

- Women Who Want Muscle™ membership program
- 24 structured progressive programs
- Direct coaching access (7 days/week support)
- Online and in-person coaching
- Video tutorials and learning modules
- Member discount partnerships

Why They're a Fit:

Canadian-based (same country as heavierweight.com users) with community-focused approach. Her emphasis on women's empowerment and accessibility fits heavy.com's inclusive mission. Emerging platform with growth potential; partnership would boost visibility while formalizing educational content.

Estimated Ability to Pay (\$500–\$1,000/month): MEDIUM — Growing membership model supports investment.

Sources:

- <https://www.coachmcinnes.ca>
  - <https://www.coachmcinnes.ca/articles/how-wwwm-has-changed-the-game>
- 

## 12. Lea Schreiner — European Powerlifting Champion & Content Creator

Role: Elite Powerlifter, Content Creator, Emerging Coach

Primary Platforms:

- YouTube: Growing training channel
- Instagram: 290K followers
- TikTok presence
- Coaching inquiries (emerging)

Authority Proof:

- European Powerlifting Champion
- 8X German National Champion
- 2024 IPF World Championship 5th Place Overall
- 3rd Place Deadlift at Worlds
- Consistent high-level competition (ongoing)

Content Focus:

- Powerlifting training and technique
- Competition footage analysis
- Training vlogs and behind-the-scenes
- International powerlifting perspective (German/European)
- Collaboration with other elite lifters

Monetization Signals:

- YouTube ad revenue and sponsorships
- Brand partnerships (Gymshark, ESN Supplements)
- Emerging coaching program
- Content collaborations

Why They're a Fit:

Elite European competitor with 290K Instagram followers and growing YouTube channel. International perspective brings diversity to heavy.com audience. Her training content and collaboration approach aligns with community-building mission. Partnership would formalize emerging educational presence.

Estimated Ability to Pay (\$500–\$1,000/month): MEDIUM-LOW — Growing platform with emerging coaching business.

Sources:

- [https://www.instagram.com/leaschreiner\\_/?hl=en](https://www.instagram.com/leaschreiner_/?hl=en)
- <https://www.youtube.com/watch?v=2nLNDJG9GGEs>

## **13. Natalie Smith — Trauma-Informed Strength Coach & Social Justice Advocate**

Role: Certified Powerlifting Coach, Trauma-Informed Coach, Nonprofit Co-Founder

Primary Platforms:

- Ironside Training (Portland facility)
- nataliesmithstrength.com (emerging personal brand)
- Instagram: Growing audience
- Gym Space Equity (nonprofit co-founder)

Authority Proof:

- NASM-CPT (Certified Personal Trainer)
- USPA Certified Powerlifting Coach-Practitioner

- Trauma-Informed Coach Certification
- DEI Practitioner Certification
- Women's Fitness Specialist (Barbell Rehab)
- Sports Injury Specialist
- Co-founder Gym Space Equity nonprofit
- Oregon State Records in multiple age/weight classes

Content Focus:

- Powerlifting and strength training (equity-focused)
- Trauma-informed coaching methodology
- Inclusive fitness spaces and community
- Social justice in fitness industry
- Mental health and empowerment through lifting

Monetization Signals:

- Ironside Training (full-time coaching position)
- 1-on-1 coaching (personal brand)
- Soft Skills for Strength Coaches training course (NASM-approved CEU)
- Nonprofit consulting and speaking
- Community-based lifting events organization

Why They're a Fit:

Emerging voice with unique trauma-informed, equity-focused perspective. Her "Soft Skills for Strength Coaches" course demonstrates educational product capability. Partnership would provide authentic female voice focused on inclusion and healing. Potential for collaborative community initiatives.

Estimated Ability to Pay (\$500–\$1,000/month): MEDIUM — Full-time coaching position + emerging personal brand.

Sources:

- <https://www.ironsidetraining.com/natalie-smith>
- <https://www.instagram.com/rageagainstthesmithmachine/?hl=en>

## 14. Kayla Itsines — Sweat App Co-Founder & Fitness Platform Leader

Role: Personal Trainer, App Co-Founder, Fitness Educator, Author



#### Primary Platforms:

- Sweat App (1M+ users, co-founder)
- YouTube: 414K+ subscribers
- Instagram: Massive following
- Podcast appearances

#### Authority Proof:

- Certified Personal Trainer since 2008
- Co-founder and Head Trainer at Sweat (1M+ user platform)
- Published author (Bikini Body Guides series)
- 18+ year professional experience
- Recognized as one of top female fitness YouTubers

#### Content Focus:

- Strength training for women
- Home and gym-based fitness
- Progressive overload and muscle building
- Fitness programs (18-week structured programs)
- Community fitness challenges and accountability

#### Monetization Signals:

- Sweat App subscription model (\$)
- Multiple training programs (Ultimate Strength, Strength at Home, etc.)
- YouTube ad revenue and sponsorships
- App partnerships and ecosystem
- Author royalties

#### Why They're a Fit:

Large-scale platform founder with 1M+ users and proven product-market fit. However, given her massive existing platform, she may be less motivated by \$500–\$1,000/month partnership. Included as tier 3 for selective outreach if interested in content syndication or thought leadership expansion on heavy.com.

Estimated Ability to Pay (\$500–\$1,000/month): LOW-MEDIUM — High capacity but may prioritize internal platform growth over external partnerships.

#### Sources:

- <https://sweat.com/programs/ultimate-strength-sweat-challenge-with-kayla-itsine>
- <https://apps.apple.com/ca/app/sweat-fitness-app-for-women/id1049234587>

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## KEY EXCLUSIONS (Misaligned Candidates)

Not Recommended:

- Pamela Reif: Primarily entertainment/lifestyle fitness; lacks serious strength/technical education focus.
  - Amanda Lawrence (Strongwoman): While credible, primarily focused on strongman competitions rather than accessible strength education.
  - Natalie Hanson (Equipped Powerlifter): Competitive focus; limited content creation and educational platform currently.
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## PARTNERSHIP STRUCTURE RECOMMENDATIONS

For Tier 1 Partners (Stefi Cohen, Jen Thompson, Marisa Inda, Serena Abweh, Solana Lewis):

- Monthly exclusive content (2–4 pieces/month)
- Guest author status with prominent byline and bio link
- Cross-promotion on platforms and podcasts
- Premium brand association and authority positioning
- Potential for original research or case studies

For Tier 2 Partners (Jessica Buettner, Rae Reichlin, Nia Shanks, Lya Lea, Amy Thompson):

- Bi-weekly or monthly content contributions
- Featured expert status and interviews
- Guest appearance opportunities on podcasts/videos
- Cross-promotion and backlink strategy

For Tier 3 Partners (Tina McInnes, Lea Schreiner, Natalie Smith, Kayla Itsines):

- Monthly content or guest features
  - Niche-specific expertise (community building, trauma-informed coaching, emerging voice)
  - Potential for specialized content series
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### FINAL RECOMMENDATIONS:

Prioritize Tier 1 outreach (Stefi Cohen, Jen Thompson, Marisa Inda) for flagship partnerships. These candidates combine world-class credentials, entrepreneurial

mindset, and proven ability to create consistent educational content. Tier 2 partners provide strong secondary positioning with established coaching businesses and growing platforms. Tier 3 partners bring emerging voices and niche expertise to diversify content and expand heavy.com's reach into underrepresented areas (community building, trauma-informed coaching, international perspectives).