

## **Nashville Favorite, Personal Trainer & HOTBOX Strength Coach Jessie B. Wallace Releases 2 New 8-Week Strength Guides on Black Friday**

**With the launch of her personal brand, JW Fitness, Jessie B. Wallace is releasing 2 8-week guides designed to meet clients where they are physically, mentally, and geographically on November 28, 2020**

(NASHVILLE, Tenn.) November 24, 2020—To say 2020 has been a tough year would be an understatement. At the end of the year that no one saw coming, few can say they're where they want to be physically, mentally, or geographically. Many have put on "the COVID 20 lbs," [some psychiatrists are calling the mental effects of the COVID a secondary pandemic](#), and, to everyone's dismay, we're all still stuck at home for the time being.

Seeking to encourage others in this time where they may be lacking physical strength and fitness, motivation, guidance, and unlimited access to the outside world, [Jessie B. Wallace](#) decided to launch her new brand, [JW Fitness](#), with the release of **2 new 8-week strength guides**, broken into **Level 1 & Level 2**.

Jessie B. Wallace is a Nashville-based **ACE Certified Personal Trainer** and fitness instructor with a wide range of experience gained from years of working in the fitness industry. She is also an **NASM Certified Corrective Exercise Specialist** as well as an **ACE Certified Fitness Nutrition Specialist**. She is passionate about sharing her love of strength training to help empower others to discover their true strength.

"Strength training isn't just for athletes. It's for anyone willing to pick up a weight for the first time and never look back," Jessie says.

Knowing that some may be quarantining or simply limiting their exposure to others, these programs are designed so that Jessie is able to meet her clients where they are with contact-free coaching in the form of these two PDF e-books (with links to video content). Each guide is an investment of just \$49.99, OR the 2 guides can be purchased as a bundle for \$79.99—a steal for anyone, especially if personal training or online coaching is out of the budget this year!

### **Level 1 focuses on:**

- Building the foundations of strength movements
- Improving stamina and endurance
- Building lean muscle mass

- Preparing to get under a barbell

**Level 2 focuses on:**

- Building strength under the barbell
- Improving stamina and endurance
- Building lean muscle mass
- Improving athletic performance

**Both programs:**

- Require minimal equipment (dumbbells and kettlebells)
- Feature 2 days of upper body, 2 days of lower body, and full body HIT/conditioning each week
- Feature 32 workouts, 4 HIT workouts, and 4 warmups total
- Are designed to create a regimen that helps the client measure progress and improve their body weekly
- Include bonus content such as videos, key points on form, and tips to achieve best results
- Include a PDF downloadable e-book
- Include a downloadable excel sheet designed to track progress
- Include access to Jessie's contact information for any questions that may arise

For more information on Jessie B. Wallace and JW Fitness, visit [jessiewallacefitness.com](http://jessiewallacefitness.com).

**About Jessie B. Wallace:**

Jessie B. Wallace is the creator of JW Fitness. She is a Nashville-based ACE Certified Personal Trainer and fitness instructor with a wide range of experience gained from years of working in the fitness industry. She is also an NASM certified Corrective Exercise Specialist as well as an ACE Certified Fitness Nutrition Specialist. Passionate about helping others on their fitness journey, she offers her clients customized workout plans, focused cues to perfect their form, and advice tailored to their goals and fitness level. Her clients love her for her unique style of tough love. She meets them where they are and understands their love of cookies (Christie's chocolate chip are her weakness), yet will also kick their as—well, you-know-whats—into shape. Her clients' biggest cheerleader, she's always there with that boost of encouragement they need to get through one of her tough workout finishers. She pushes her clients past what they knew they were capable of and helps them achieve their fitness goals focusing on *their* optimal health rather than reaching a "desired shape." Jessie teaches her clients how to love, train, strengthen and treat their bodies well. To learn more, visit [jessiewallacefitness.com](http://jessiewallacefitness.com) and follow on Instagram [@thebubbly\\_badass](https://www.instagram.com/thebubbly_badass).