

Weekend Itinerary

At Masterclass Denver, you won't just *learn more things*.

You'll **become a sharper coach, a clearer business owner, and a confident decision-maker**—so you can stop second-guessing yourself, stop spinning your wheels, and start building a coaching practice that actually supports your life.

FRIDAY, MAY 29

Coaching Mastery & Professional Identity

Become the kind of coach people trust, refer, and stay with.

With Erin Power

This day is about who you are in the room as a coach. No scripts, no templates, no tricks. You'll refine your coaching skill, your confidence, and your professional identity so you can:

- **Coach powerfully**
 - **Stay firm within scope**
 - **Stop feeling "less than" more confident coaches**
- Create real, measurable change for clients**

9:00am – Arrival & Connection

We'll establish a room culture rooted in trust, honesty, and collaboration—because the relationships formed here will matter long after the weekend ends.

You'll get clear on:

- Who's in the room
- What stage everyone is at
- What kind of coach you are becoming

10:00am – Intention Setting

You'll clarify:

- What you actually want from this business
- Where you've been avoiding decisions

- What must change for you to move forward

This ensures you don't just attend—you extract value from every session.

11:00am – Where Health Coaching Is Headed (and Where You Fit)

Let's talk honestly about the industry.

- What's working
- What's saturated
- What's changing
- Where real opportunity still exists

You'll leave with a clear-eyed understanding of:

- Where health coaches fit in the modern wellness economy
- How client-centered, ethical coaches build sustainable income
- What *not* to waste time on anymore

12:30pm – Primal Lunch (Provided)

2:00pm – Coaching Mastery: The Work That Actually Creates Results

This is the core of your work, and the foundation of your impact and income.

Erin Power will teach you a repeatable coaching framework that:

- Works across niches
- Doesn't rely on personality, charisma, or "knowing more"
- Creates meaningful client outcomes
- Builds long-term retention and referrals

This is how you make real impact without burning out, and why great coaching leads to great income.

4:00pm – Roundtable + Integration

We'll slow it down and integrate:

- What landed
- What shifted
- What you're ready to stop tolerating

You'll end the day with clarity, confidence, and a grounded sense of direction.

5:00pm – Day 1 Complete

Evening free for dinner and relaxation

Friday Outcomes

By the end of Day 1, you'll:

- Trust your coaching instincts

- Understand *why* your coaching works
 - Feel grounded, ethical, and confident in your role
 - Stop borrowing other people's voices and find your own
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SATURDAY, MAY 30

Client Generation Mastery

Get clients without selling your soul.

With Amber Shaw

This is the day everything clicks.

You'll learn a clear, ethical, repeatable system to:

- **Get visible**
- **Start conversations**
- **Convert the *right* clients**
- **Build momentum that compounds**

7:00am – Optional Coffee Walk

Sunlight. Movement. Conversation.

We'll meet at a local coffee shop for some conversation and caffeine.

Totally optional. Highly recommended. Location TBD.

9:00am – Live Q&A, Roundtable + Hot Seats

We'll start Day 2 in open conversation that answers the questions you've been carrying—about clients, offers, confidence, money, and momentum so you're not building on shaky ground.

This is where confusion dies and focus sharpens.

11:00am – Offer Clarity

You'll workshop one main offer that:

- Solves a real problem
- Fits your expertise
- Feels aligned
- Is actually sellable

This removes 80% of the confusion coaches struggle with.

12:30pm – Primal Lunch (Provided)

2:00pm – Social Selling (Without Becoming an Influencer)

Social media is not dead — but the old way is.

You'll learn how to:

- Use social platforms as an authority builder and conversation starter
- Build trust without constant posting and selling your soul to the algorithm
- Move people from content → conversation → client

The Influencer Era is fading. This is for coaches who want clients, not clout.

4:00pm – Discovery Calls That Convert

No scripts. No pressure.

You'll learn and practice a simple, human framework for enrollment calls that:

- Feel natural
- Build trust
- Filter out bad-fit client
- Lead to confident yeses

5:00pm – Day 2 Complete

7:00pm – Group Dinner

Connection, laughter, and real talk.

(Location TBD)

Saturday Outcomes

By the end of Day 2, you'll:

- Know exactly how clients find and choose you
- Have one clear offer you can confidently talk about
- Understand how to sell without feeling salesy
- Believe, for the first time, that this can actually work

SUNDAY, MAY 31

Building a Profitable Coaching Business

Turn clarity into action.

This is where everything comes together.

You'll stop thinking like “a coach who hopes this works” and start thinking like a business owner making intentional choices.

9:00am – Product Suite Design

You'll map a simple, sane product ecosystem that:

- Matches your skills
- Meets your clients where they are
- Creates multiple entry points
- Doesn't overcomplicate your life

No high-tech, soul-sucking sales funnels. No endless offers.

10:30am – Breakout Workshops

In small, curated groups you'll:

- Pressure-test your ideas
- Refine your offers
- Get honest, intelligent feedback from your coaches, Erin and Amber

This is where clarity turns into conviction.

12:30pm – Primal Lunch (Provided)

2:00pm – ACTION: Your Next 90 Days

You'll leave with:

- A clear priority list
- Specific next steps
- A plan to get your next 5 clients
- Momentum you can actually sustain

4:00pm – Closing + Group Experience

We'll close intentionally—grounding everything you've learned and anchoring it into action.

For those who don't have to rush off to the airport, we'll embark on a fun, social, and invigorating group activity to keep the community spirit high.

Sunday Outcomes

By the end of Day 3, you'll:

- Think and decide like a business owner, not a hobbyist
- Have a simple, coherent product ecosystem (not a scattered set of ideas)
- Know exactly what to focus on — and what to ignore — for the next 90 days

- Leave with a realistic plan to land your next 5 clients
- Feel calm, capable, and intentional about how you grow from here
- Walk away with momentum that's grounded, not frantic