



you have  
**one life.**  
*...make it epic*



Meet Shelli > 2



Epic Life Offerings > 3



Coaching > 5



Epic Adventure > 8



# About Shelli/YourEpicLife.com

## Greetings from the Frontier.

I am Shelli Johnson. I live on the Frontier of Wyoming, in the town of Lander, which is home to only 7,486 people, and I am proud to say I know many of them!

I'm 46 years old. I wear many hats. Two of the most important are wife and mother. I've been married to my awesome husband, Jerry, for 22 years. I am also blessed to be a mother. Jerry and I have 3 sons: Wolf, 14, Hayden, 12 and Finis ("Fin"), 7. We also have a golden retriever, Buddy.



Shelli Johnson



Shelli & Family

### I'M AN ENTREPRENEUR

My current company, which I view more as a movement than a business, is Epic Life/YourEpicLife.com. Epic Life is my second company. My first was Webby Award-winning YellowstonePark.com, which we started in 1994. In 2008, we sold the company 2008 to Active Interest Media, the company that owns Backpacker, Yoga Journal, Climbing and other magazines).

### MY PERSONAL REINVENTION

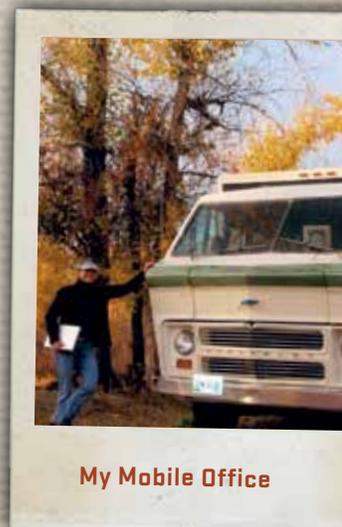
When I sold my first company in 2008, I wasn't very healthy, so the first 2 things I did was I turned back in toward my family, and I turned my health around. I lost 30 pounds in a year, and started hiking a very long ways in a single day. I hiked a 44-mile Rim-to-Rim-to-Rim of the Grand Canyon in a day; I hiked a 50-mile traverse of Zion National Park in a day. I climbed the Grand Teton. I enrolled in a Brooks Range Alaska NOLS course. These "epic adventures" were transformational for me, and inspired me to provide the same type of transformational experiences for others.

### MY EXPERTISE

- Certified (CPCC/ICF) professional life & leadership coach
- Leadership development facilitator
- Motivational speaker
- Writer and content producer. I have written or produced 300+ blog posts/video blogs at HaveMediaWillTravel.com and YourEpicLife.com/blog, and YouTube.com/HaveMedia, and am hired to produce content for tourism, and other entities.
- Certified Emotional Intelligence consultant (EQi-2.0, Leader, Team and 360)
- NOLS graduate
- Certified Wilderness First Responder
- NSCA certified personal trainer
- Adventure Guide. I organize and lead guided Epic Adventures.

### CHAMPION FOR HIRE

Mostly, I am a champion for hire. My mission is to dare you to take chances, to play bigger in your life, so that you feel more alive, and have more unforgettable moments. I want you to live *more*, and to live, and lead, **with no regrets**.



My Mobile Office



# Epic Life Offerings

## LIFE & LEADERSHIP COACHING FOR INDIVIDUALS

We all have an Epic Life; the question is, are we living it? I think the single hardest thing for any of us to do is to live our Epic Life. To live our Epic Life, and/or to be an Epic Leader, takes daring and courage.



Shelli Johnson

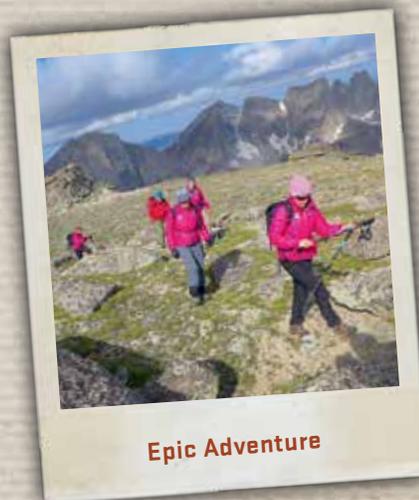
People and organizations hire me if there is a change, or changes, they want to make in their life or culture. Whether you're an individual or a team or an organization, my mission is to help you become actually what you are potentially.

I have worked with 100+ people in the last 5 years, and have learned a lot, all of which helps me to be a better coach.

[ For more, see **Coaching**, pages 4-5 ]

## MOTIVATIONAL SPEAKING/KEYNOTE PRESENTER

“Leadership Lessons Learned in the Field” is a high energy, visual presentation. I share beautiful wilderness images and several stories about leadership lessons learned in the wilderness. These stories are metaphors for the skills leaders need in order to effectively lead, inspire, and engage their teams. These stories also inspire leaders to take stock of their personal life and to create positive change. (This presentation is for leaders and organizations – but



Epic Adventure

also any individuals who are looking for motivation and inspiration)

*Feedback is that the presentation is inspiring, motivating and makes people want to live and lead at a higher level. This presentation “lights a fire” in and for leaders.*

**1 hour (45 minutes plus Q&A.)**

**Email Shelli for pricing**

## LEADERSHIP DEVELOPMENT FACILITATION

I have facilitated leadership development offsites for groups of 18-70 leaders. I have facilitated half-day or full-day offsites. I develop unique and compelling content that meets the needs and desires of the organization. I do a lot of work, pre-development, to learn how best I can serve the leaders and facilitate the most development for them. I have a unique expedition-oriented format, that includes custom scenarios, leadership training, games, inspiration, self reflection, extensive dialogue and conversation, and some fun, too.

**Email Shelli for pricing**

## GUIDED EPIC ADVENTURE

Are you looking for something extra special? Consider an Epic Adventure. I offer clients who are interested a guided Epic Adventure. Bundled with life & leadership coaching, the Epic Adventure serves as a platform from which to gain new individual and group leadership skills, to gain clarity and self awareness, to be inspired, to build stronger friendships, and/or a stronger group or team, and to share an unforgettable experience. These Epic Adventures are more than adventures. They are life-changing experiences.

[ For more, see **Epic Adventure**, pages 5-6 ]



# Epic Life Offerings

## WHAT PEOPLE SAY ABOUT SHELLI'S PRESENTATION:



"I have sat (and often suffered) through many presentations from a wide variety of self-styled executive coaches during the last 35+ years of my professional career.

Simply put: Shelli stands out from the crowd! Her unique combination of outdoors expertise, leadership skills, humility, wonderful sense of humor, coupled with sincere human kindness make her one of the most inspirational teachers I have encountered. It was an eye opener about life's endless possibilities and our "duty" to embrace all of them."

– Wolf Ametsbichler,  
Board Chair of Missoula YMCA



"Shelli's presentation included inspirational life lessons for living an epic life. She delivered these lessons in a genuine, true grit fashion with captivating real life stories and pictures. Her message is more than words on a screen but rather a road map for the journey through life that often contains road bumps, detours and major construction zones. Thanks to Shelli's passion and insight, our audience members left with a tank full of inspiration and toolkit for their own epic life adventures."

– Tina Postel, CEO,  
YMCA of Billings, MT

## WHAT LEADERS SAY ABOUT SHELLI'S LEADERSHIP DEVELOPMENT FACILITATION:



"We were extremely fortunate to have Shelli Johnson lead our all-day offsite leadership retreat. The team had experienced great transition and role shifting in the last year

leaving us in a rebuilding place. Trust, group norms and way of work were all in question. Shelli has a way of creating a safe space where delicate issues can be worked through. During our off-site, she intuitively worked the group for points of clarity and agreements. Shelli is passionate about her work, and she is good at it!"

–Jon Lange, CEO,  
YMCA of Missoula, MT



"We have engaged in leadership development courses, instructors and coaches in the past. However, Shelli's approach is not run of the mill. Shelli's team-building exercises are

unique, and they brought people together in a special way that inspired them to think about issues in new ways. Shelli's style allowed for more open and comfortable dialogue, along with laughter! Her focus on individual thresholds and pushing past one's comfort zone allowed for our interactions to be more intimate than normal. Her analogies to the outdoors and just daring to imagine what is possible, inspired us all. Our people will remember Shelli and what they learned during our day with her, for a long time. I am grateful for her energy, enthusiasm, and inspiration. Shelli has a great gift to offer individuals and organizations."

–Kathy Swanson, Chief Experience Officer,  
Wyoming Medical Center



# Life & Leadership Coaching

## WE ALL HAVE AN EPIC LIFE; THE QUESTION IS, ARE WE LIVING IT?

I think the single hardest thing for any of us to do is to live our Epic Life. It's so much easier – and safer, and in fact, expected – to play small. As Marianne Williamson says, “Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us.”

**To live our Epic Life, and/or to be an Epic Leader, takes daring and courage.**



Shelli Johnson

People and organizations hire me for many different reasons. But the one they all have in common is there is a change, or changes, they want to make in their life or culture. Whether you're an individual or a team or an organization, my mission is to help you become actually what you are potentially.

## WHAT IS COACHING?

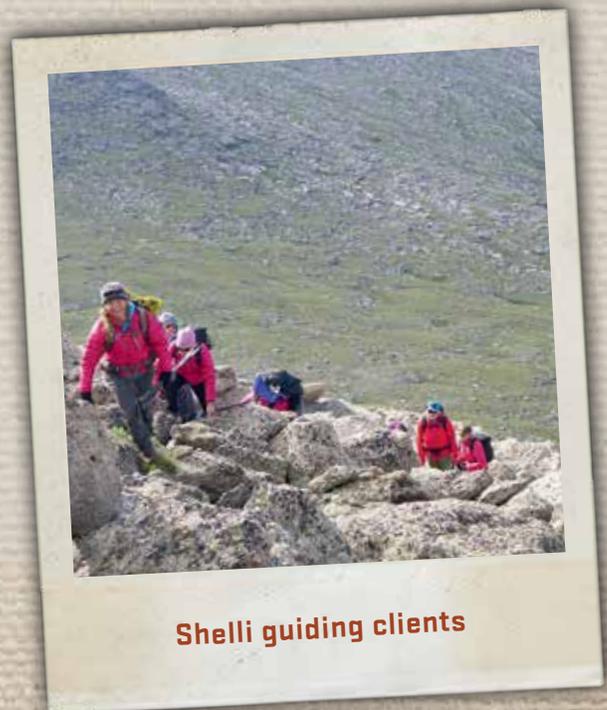
I describe what I do this way: Someone who wants to, or has to, climb a tall mountain – i.e. make, or endure, a big change in their life or leadership role – will enlist me as a coach to help them make the climb. People hire me when they're thinking about (metaphorically) climbing the mountain, or when they are at the base of said mountain. Often I get “called in” when they're already en route up the

mountain but they hit a particularly difficult patch and they feel they can't go it alone. They want to stay the course, but could use some help. Rather than bailing and giving up on the climb, they hire me as their coach.

In other words, I'm not a helicopter that gets called in. I'm not in the rescue business. Rather, people hire me to help them lean in and stay and persevere through the hard part(s) of their life. I not only dare you to climb the mountains, but I help coach you up and over them.

Over the last five years, I've worked with more than 100 individuals, and so far, everyone who has worked with me has changed their life. I didn't change their life; they did. I am simply a champion in your life who dares you to pursue the things that matter most to you, and I support you and hold you accountable in the process.

**Email Shelli for pricing**  
**\*6-month commitment required**



Shelli guiding clients



# Life & Leadership Coaching

## HERE ARE SOME THINGS TO CONSIDER:

### 1 - A COACH IS A "CHAMPION-FOR-HIRE."

Do you have a champion in your life — someone who wants to see you achieve your dreams? I will see and hear you, cheer you and support you. I will also hold you accountable. Supportive families, friends, spouses and colleagues are invaluable, but they aren't always tough enough on us when it comes to accountability. I won't let you off the hook, and this is no small thing. In fact, it's the main reason people hire a life coach.

### 2 - YOU HAVE ONLY THIS ONE LIFE.

Are there changes you want to make in your life? None of us knows how much time we have left. What if you only have 6 months left? What if you have 2 years? 5 years? What if you will die tomorrow? What changes would you make? What would you want to do? What would you want to say? I will help you take stock of your life, and to develop and implement a "bucket list" of goals and changes you'd like to make happen.

### 3 - YOUR LIFE IS A STORY.

Are you creating your story? I will not only help you create your own story, but also to star, and be the hero, in it. What life do you want? What is the life of your dreams? Who, and what things, are most important to you? What is the impact you wish to have?

### 4 - ARE YOU FOLLOWING YOUR PATH, OR SOMEONE ELSE'S?

You can take the well-traveled path, which is the safer, easier way — and probably, someone else's. Or, you can chart your own course. Epic Life coaching dares you to go off-trail, to create and find your way even if it's the hard way. As your coach, I will beckon you to explore and discover. I will be like a cairn, reminding you of the path

you're choosing to take, and I will help you keep from wandering aimlessly. We will create a map, yes, but we'll also go on some adventures!

### 5 - DO YOU FEEL STUCK?

If you're stuck, I will help you get unstuck. When you're down on your luck or suffering a loss or hardship, I will help you pull yourself up by the bootstraps. I will help you get back on the horse. In fact, I will help you to get on the horse in the first place.

### 6 - ARE YOU SUCCESSFUL AND HAPPY?

Awesome! Even successful, happy people often work with a life coach. I do. Coaching is not only for those who are stuck. As your coach, I will dare you to stretch even further, and help you create aliveness in your life — to create "the life of your life." An Epic Life is a not a destination, but rather an ongoing pursuit.

### 7 - IS YOUR LIFE FULL OF UNFORGETTABLE MOMENTS?

"Life is not measured by the number of breaths you take but by the moments that take your breath away." (Maya Angelou) By the end of our lives, we won't remember everything. It's not possible. We'll remember milestones and unforgettable, epic moments. As your coach, I will help you create more of these moments in your everyday life.

### 8 - IS YOUR LIFE EASY?

An epic life is a hard-earned celebration. Don't get me wrong — easy is great. It's just that most of the time, exciting and easy are not usually found in the same place. I want to coach you to create and live an extraordinary, unforgettable, epic life. To have an epic life sometimes requires heroic effort. It's a Hero's journey. When we climb mountains we become more. I want to help you crank up the intensity in your life. We will be a team, but the work will be yours to do.



# Life & Leadership Coaching

## WHAT SHELLI'S COACHING CLIENTS SAY:



**Traci Fenton**

"Shelli Johnson is absolutely first rate. I've worked with coaches and done leadership programs all over the world, and none of them have been to the high standard of excellence, or had the ethic of care that Shelli, and her business, Epic Life, have. Shelli has deep insights, intuitive understanding, and follow-through that is five-stars all the way. I simply cannot recommend her more highly!"

**-Traci Fenton, CEO of WorldBlu**



**Joel Krieger**

"There are maybe a handful of people in your life that you can look at and say; "Wow... where would I be if we had never met?". For me, Shelli is one of those people... I owe much of my personal growth and professional success to our partnership. It's hard to place a value on what Shelli brings to the table—she is truly gifted in so many

ways. She's a fantastic listener, and because of this skill she's always able to bring personally relevant and insightful wisdom to whatever you're working through. It feels as if she's personally invested in your success."

**-Joel Krieger, Group Creative Director for Second Story, part of Sapient Nitro**

"Sometimes, in our lives, we meet exceptional people. People who inspire us, challenge us, and ask questions that force us to grow. These are the people whose voices become part of our inner monologue, and continue to challenge us and cheer us when they're not physically present. Shelli Johnson is one of these people...She meets you where you are, expertly identifies ways to make your life more epic, and then shows you that



**Mariah Cunnick**

it was really inside you the whole time... I was given the opportunity to pull back the curtain on my own life. I'm not looking back."

**-Mariah Cunnick, Director of Annual Giving at Lincoln Park Zoo**

"When I started working with Shelli I was 30 lbs. overweight. I never had energy to do anything and I also didn't give myself credit for the things that I was doing well in my life. For me, Shelli was a savior. Shelli is easy to talk to and so easy to be vulnerable with. Shelli has a way of asking questions in a way that challenges you to really get inside of your head. With her coaching and holding me accountable I am down 21 lbs, and have found my zest for life again..."

**-Whitney Schultz, jewelry designer/metalsmith, Bozeman, MT**



**Whitney Schultz**



**Grant Hood**

"I hired Shelli as a life coach, and it has changed my world...After one year of working with Shelli as my coach, I am richer, healthier, and happier."

**-Grant Hood, CFO of GO! Productions**

"I am a wife, mother, grandma, business owner, artist and ranch hand. I work my rear off on all fronts and always put everyone else first. Shelli is helping me shrink it down and determine what is most important. Shelli has dynamic energy, is an outstanding listener, and holds me accountable. She is really good at zeroing in on the essence, and recommends a wealth of meaty books, quotes and videos that really click. I have had many A-Ha self-realization moments, and she has confirmed for me that inspiration and growth come from stepping away from what is comfortable and familiar and stepping out into the unknown. I appreciate her most because she is very safe to be vulnerable with. I am always energized after our calls. She has been a perfect fit."

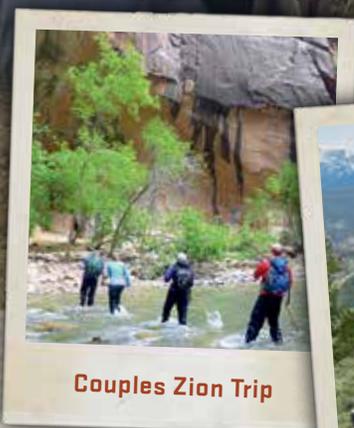
**- Jan Poulson, advertising agency owner and artist, Sioux City, IA**



**Jan Poulson**



# Epic Adventure



Couples Zion Trip



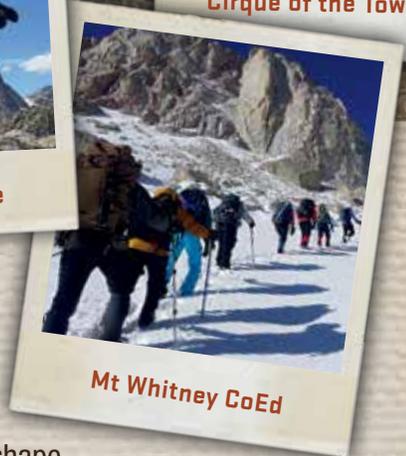
Shelli Johnson



Wind River Range



Cirque of the Towers



Mt Whitney CoEd

**WE CAN GO FARTHER THAN WE THINK WE CAN - IF ONLY WE DARE TO.**

**ARE YOU LOOKING FOR SOMETHING EXTRA EPIC? CONSIDER AN EPIC ADVENTURE.**

One of the things that makes Epic Life coaching unique is I offer clients who are interested a guided Epic Adventure. Bundled with life & leadership coaching, the Epic Adventure serves as a platform from which to gain new individual and group leadership skills, to gain clarity and self awareness, to be inspired, to build stronger friendships, and/or a stronger group or team, and to share an unforgettable and transformational experience.

As a part of this program, I also provide a customized personal training program to help you get in the best shape of your life, to show up ready to embark on the Epic Adventure.

I offer women's programs, leadership team programs, co-ed programs, Couples programs – or any program customized to fit your needs. Adventure areas to date include Grand Canyon, Zion National Park, Wyoming's Wind River Range, and Mt. Whitney.

**Note:** *Epic means different things for different people; we'll tailor the adventure to your desired level of "Epic."*

**Price: TBD**  
**(Based on program specifics and availability)**



# Epic Adventure

## WHAT SHELLI'S EPIC ADVENTURE CLIENTS SAY:

"An Epic with Shelli is a catalyst for personal transformation. It's unbelievable how much change and growth happens on the trail that positively affects your "real life" in so many unexpected ways. But the most important change is this – the self-imposed limitations of what you thought you were capable of, are forever removed."

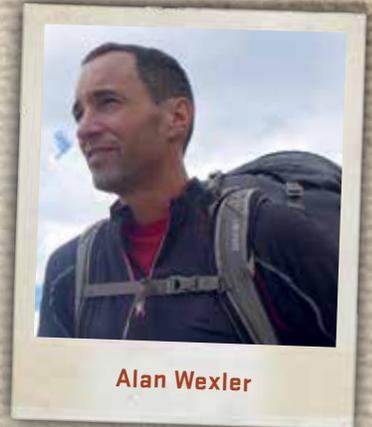
**– Joel Krieger, Group Creative Director for Second Story, part of Sapient Nitro**



**Joel Krieger**

can leave a lasting impact on others. I've been through many executive coaches over the years and never met someone with so much humility and openness."

**– Alan Wexler, President, SapientNitro**



**Alan Wexler**

"The Epic Women program was transformational for me. It taught me that anything is possible. The boons I returned with are self discovery, recognition of my strengths – both mental and physical, self belief, courage, and a sense of purpose. I now feel so much more alive."

**– Diana Gibson, Ringwood, NJ**



**Diana Gibson**

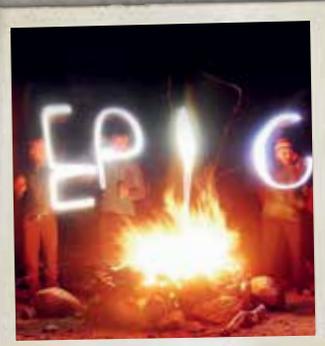


**Jackie Maurer**

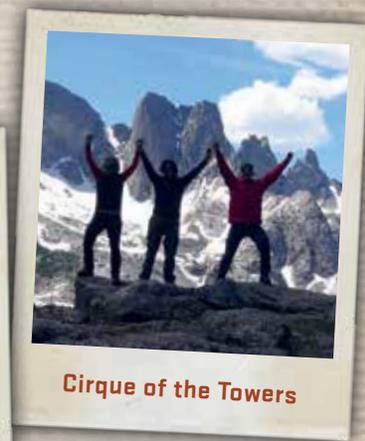
"I never worked, or laughed, so hard in my life!"

**– Jackie Maurer, Arlington, MA**

"A friend of mine has been using Shelli as a coach for the last several years and described her unique combination of life coaching with epic adventure guiding... What intrigued me about Shelli's model was that she brings you into an environment that grounds you to open up your mind and to challenge your preconceived expectations. The Epic program is not for the faint of heart. Shelli will dare you to challenge your limits. She does this by encouraging your heart and believing every person on this Earth can be a bigger person, and most importantly,



**The photo is the caption!**



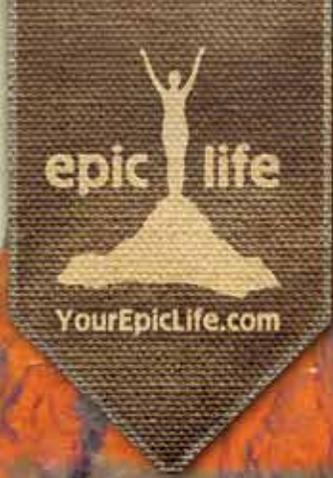
**Cirque of the Towers**



**Epic Women**



**Zion National Park**



# Your Epic Life

Photo by Shelli Johnson