

The background is a marbled pattern in shades of grey and white, accented with gold glitter. A white rectangular box with a dashed black border is centered on the page.

**BEST DAMN
BEST COACH.**
Live

APRIL 7 - 8, 2025

2025

The Schedule

Day 1, April 7th

Day 2, April 8th

8:30 Welcome and Sign-In
9:00 Event Kick Off
9:30 Content Block 1
12:00 Lunch
12:45 Energy Activation
1:00 Content Block 2
3:30 Day 1 Closing
4:00 End of Day 1

8:30 Welcome and Sign-In
9:00 Day 2 Kick Off
9:30 Content Block 1
12:00 Lunch
12:45 Energy Activation
1:00 Content Block 2
2:15 Day 2 Closing
2:30 Celebratory Happy Hour
4:00 End of Event

You are all invited to join team AWalk and hang out at the unofficial gathering at Culinary Dropout The Yard from 5:30 -? after Monday's activities. The address for the location is:

[5632 N 7th St, Phoenix, AZ 85014](#)

I'M SO GLAD YOU'RE HERE

Meet Amanda!

Wow--I can't believe we are here together in real life! This has been a dream in my heart for years, and it feels so amazing to finally bring it to life with each of you.

If we don't know each other yet, I'm Amanda. I am a devoted mom to two awesome teenagers, a wife to a fellow entrepreneur who is my high school sweetheart, a coach, and a servant to the core.

I am the founder of the Best Damn Coach, a program, community and podcast that supports emerging coaches to increase their impact, grow their profit and serve people with their genius.

I am known for believing in people's potential before they can, challenging them beyond what they thought was possible and becoming their most loyal supporter.

I left a 10-year career as a high school teacher with no real game plan, marketing sales, or business experience and have found my way here through trial, error, and grit.

The dream in your heart is possible. In fact, you're already moving closer to it because you are here in this room, committed to growth and learning. It says so much about you.

I am honored to share this space with you, to guide you, to challenge you, and to show you the limitless possibilities that arise when amazing strategy meets alignment in your core.

I am so grateful you are here!

Let's do the damn thing.

XO,
Amanda Walker



who we are

meet the team



Amanda Walker

Best Damn Coach, Owner/CEO

- Visionary: Leads company in all operations and directives.
- Leads the development of the organization's long- and short-term strategies/goals
- Manages the organization's resources and budgets and assesses risk management.
- Develops and upholds the company's culture and mission.
- Evaluates and tracks the company's success in reaching its goals.



Tina Fitzloff

Operations and Client Success Specialist

- Manage and respond to all client communication in the support inbox.
- Project planning and launch management of all programs associated with Amanda-Walker.com
- Automation and operation management of all systems and software platforms
- Measure and monitor key metrics and identify opportunities for process improvement, growth and efficiency.
- Facilitate collection of video testimonials for FBL and BDC programs.



Sally Bisbee

Content Marketing Manager

- Creates content flow from podcast to social media.
- Craft compelling social media content, including posts, reels, and sliders, to captivate the target audience
- Monitor social media metrics and analyze performance to optimize content strategy.
- Enhance the clarity and impact of weekly newsletters and podcast notes through careful editing and proofreading



Eloisa Almonicido

Podcast Manager

- Edit and produce two weekly podcast episodes
- Create detailed show notes with links and resources to accompany each Tuesday episode.
- Develop visually appealing assets to maximize listener engagement.
- Pitch Amanda as a guest on relevant podcasts to increase the show's reach and audience.
- Track podcast performance. monitor key metrics (downloads, listens, etc.) and provide regular reports to the team.



Frenzy Cabusao

Virtual Assistant

- Provide support to the team with primary tasks.
- Manage the calendars for BDC and FBL, including scheduling reminders for upcoming events.
- Schedule and coordinate newsletters.
- Gather and edit testimonial comments, including clips for video testimonials.

Shout out to Our Sponsors



Sign up to receive a Free premium Website Template with built-in marketing funnels, along with a Free Trial of ShinePages!

<https://shinepages.com/amanda-walker>



Custom sugar cookies and confections (that taste good too).

Dolly Marden

Place orders at gramgoodies55@gmail.com



A TASTY ELECTROLYTE DRINK MIX, with ZERO sugar
With everything you need and nothing you don't...

<https://drinklmnt.com/>



A New Kind of Soda
High Fiber. Less Sugar. Delicious Flavors.

<https://drinkolipop.com/>

The dream in your heart...

Client Attraction Formula

Ways to grow your audience:

Map Out Your Ecosystem

The through line:

Ways to build trust

What are you currently doing now?

What are your gap-ortunities?

The problem you solve for your clients:

The client journey

“B”Language

Make it “C” Level Language

Being Seen:

Profitable Coaching Practice Framework

Building Certainty:

My Marketing Machine:

Offer Audit

1. Do people actually want it?
2. Does it make logical sense for your IC?
3. Is it priced to sell?
4. Are you selling the dream vacation and not the plane ride?

Marketing "S' Curve

What's the promise of my coaching?

How am I measuring client success?

The Surprise and Delight

Capturing Credibility

Renewals

Referrals

Pulling It All Together

INTEGRATION AT HOME

My action Items:

1.

2.

3.

4.

5.

6.

100 SPECIFIC CONVERSATIONS AND TRACK THEM

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

100 SPECIFIC CONVERSATIONS AND TRACK THEM

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

100 SPECIFIC CONVERSATIONS AND TRACK THEM

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

100 SPECIFIC CONVERSATIONS AND TRACK THEM

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

100 SPECIFIC CONVERSATIONS AND TRACK THEM

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

100 SPECIFIC CONVERSATIONS AND TRACK THEM

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

100 SPECIFIC CONVERSATIONS AND TRACK THEM

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

100 SPECIFIC CONVERSATIONS AND TRACK THEM

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

100 SPECIFIC CONVERSATIONS AND TRACK THEM

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

100 SPECIFIC CONVERSATIONS AND TRACK THEM

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

Date: <input type="text"/>	Location: <input type="text"/>
Participants: <input type="text"/>	
Notes:	

