



Hello! I'm Coach Kelly and I'm passionate about ultra-distance running and endurance events. I've experienced a lot of personal growth while pushing myself physically in uncertain and uncomfortable environments. Now as a coach, I wish to guide others on this journey and provide an entry point for anyone curious about what they can gain from training for and completing a long distance.

Endurance sport is full of paradoxes.

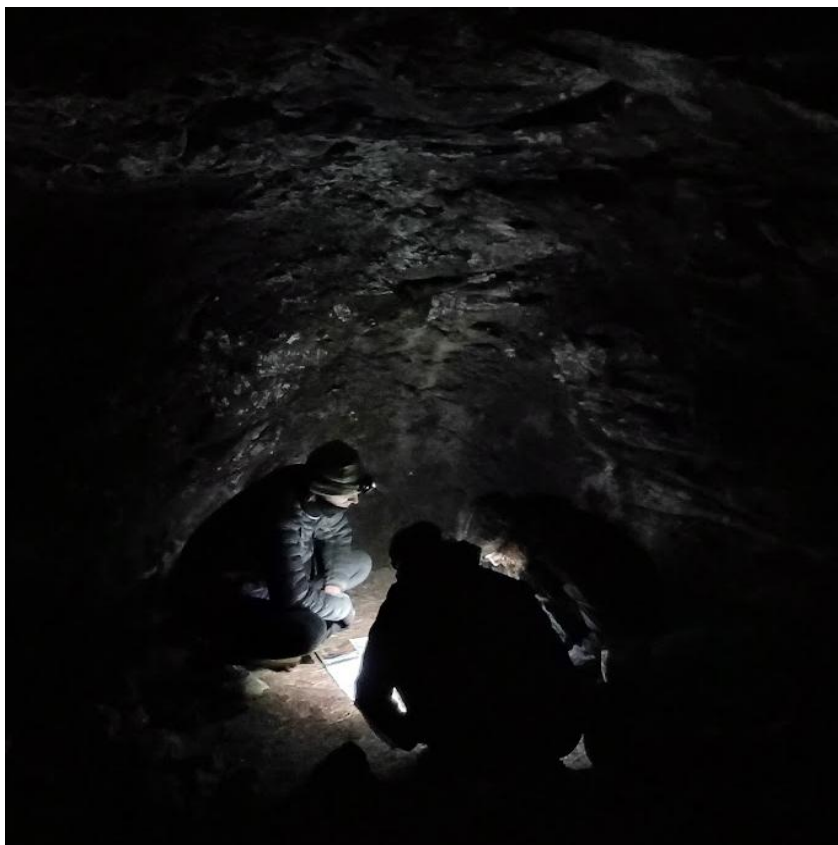
In the harshest environments and the longest hours, I find not depletion, but fullness. In deep discomfort, I find comfort in myself. In cold, uncaring darkness and blustering wind, I find something unshakable inside of me: a sense of belonging, an unconditional self-love — not because I control the chaos, but because I stop needing to.

When my body feels wrecked and my mind falters, I discover a reservoir of strength I didn't know existed, a strange peace untethered from circumstance. I am content with simplicity - curious for what else I can hold.

That's why I've created this coaching package — not just to help you run further, but to help you experience the kind of quiet transformation that only comes when you commit to showing up, again and again, for yourself. The package concludes with an opportunity to practice your mental and physical endurance at Mindset Movement's 12 Hours of Darkness Challenge – where you can run or walk for 3,6 or 12 hours through the night in the Karoo dessert (or virtually).

Maybe you're not sure how to start running for 3, 6, or 12 hours. Maybe you've chosen a specific endurance event and have no idea how to train for it. Maybe you just want to add a bit more unknown, more wildness, more adventure to your everyday life.

Wherever you're at — I'll meet you there.



WHO IT'S FOR

- Beginner runners wanting to run their first half or full marathon
- Experienced runners keen to explore an ultra-distance up to 160km.
- Aspiring backyard ultra or multi-day hike finishers.
- Anyone drawn to the mystery of running for 3, 6 or 12 Hours through the night and the inner discovery that comes with training for it.
- Anyone keen to get involved with a community that supports your wildest adventures.

WHAT'S INCLUDED

Individualized Endurance Training Programming

- A running program tailored to your current level, life demands, and 12 Hours of Darkness goal (or other endurance goal)
- Weekly adjustments based on progress and feedback
- Run-specific strength training to prevent injuries
- Mobility and recovery tools

Access to Mindset Movement group sessions

- Three road runs and two trail runs per week
- Two strength sessions at the Mindset Movement gym per week

Fuel the Fire

- Nutritional advice and long-run fueling strategies
- Hydration and gut training for long efforts
- Packing and eating-plans for multi-day hikes

Mindset & Mental Endurance

- Techniques for handling discomfort, solitude and unknowns
- Endurance mindset development through journal prompts and 1:1 discussion.

THE COURSE WILL COMPRISE OF FOUR PHASES:

Phase 1: Building on your existing fitness base and identifying your personal strengths and weakness + Habit formation for a healthy lifestyle.

Phase 2: Loading mileage towards your goals – Emphasis on recovery protocols, strength work for injury prevention and mindset training.

Phase 3: 12 Hours of Darkness Challenge – *options to run for 3/6 or 12 hours through the night or complete your goal distance.*

Phase 4: Recovery and reflection of your endurance effort. In this phase, we will discuss and strategize your ‘next steps’ so that you can carry what you’ve learnt, and the habits you’ve formed, into the rest of your life and your next goal.

START DATES:

- **14 May 2025**
- **1 June 2025**

PAYMENT OPTIONS:

3 Months Upfront (incl. 12 Hours of Darkness entry): R4500 – This is the best value for money for your 3-month commitment.

Monthly Fee (not incl. 12 Hours of Darkness entry): R1650 per month for 3 months

12 Hours of Darkness Challenge on 1 August 2025 (entry only): R500

THIS CHALLENGE ISN'T ABOUT DISTANCE, IT'S ABOUT DEPTH.