

THE WINTER GRIND

BY EMMA O'KEEFFE

THE WINTER GRIND

DISCIPLINE TODAY. RESULTS ALL YEAR.



8 WEEKS
STRUCTURED
COACHING



IN PERSON
OR ONLINE
COACHING



STRONGER
LEANER
CONFIDENT

STARTS
**MONDAY
JULY 13TH**



8 WEEKS TO BUILD
STRENGTH. HABITS. YOU.

WITH

Emma O'Keeffe



STAY FOCUSED



STAY CONSISTENT



GET RESULTS



THE SHED.

BY EMMA O'KEEFE

Presents

THE WINTER GRIND

Winter is where most people lose momentum. The cold morning arrives. Motivation drops. Routine slip. At THE SHED, **we do things differently.**

The Winter Grind is a 8-week coaching program designed to help you stay accountable, build healthy habits, and achieve real results when most people are slowing down. **This isn't a quick fix.**

It's a structured program that combines training nutrition, coaching, and accountability to help you become stronger, healthier, and more confident.

This isn't about chasing perfection; it's about showing up consistently, putting in the work, and creating results that last.

Over the coming weeks, you'll have the guidance, support, and accountability you need to stay on track. Your coach will be with you every step of the way to help you train smarter, eat better, and become the strongest version of yourself.

Remember, the results you achieve are a reflection of the effort you put in. Trust the process, stay consistent, and embrace the grind.

Eight weeks from now, winter will be over whether you commit to this challenge or not. The difference is who you'll be when it's finished. You can come out of winter feeling stronger, fitter, healthier, and proud of what you've achieved—or wishing you'd started.

Let's make this the winter you don't just get through—you grow through.

Welcome to the Winter Grind.

THE SHED.

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IN-PERSON COACHING

with Emma O'Keefe

If you're someone who thrives on face-to-face coaching, real-time feedback, and being pushed to perform at your best, then our In-Person Coaching experience is for you. Train alongside your coach in a supportive, motivating environment where every session is designed to challenge you, build your confidence, and keep you progressing. You'll receive expert guidance every step of the way, ensuring your technique is on point, your training is purposeful, and you're getting the absolute most out of every workout. With personalised programming, tailored nutrition, and consistent accountability, you'll have everything you need to stay focused, motivated, and committed throughout the Winter Grind Challenge.

What's Included:

4 x Face-to-Face Training Sessions

Train with your coach to perfect your technique, challenge yourself, and build confidence in the gym.

MON	WED	FRI	SAT
5.45am	5.45am	5.45am	6.00am

Personalised Nutrition

Receive either a fully personalised meal plan or a customised macro setup based on your lifestyle, goals, and food preferences.

Weekly Accountability Check-Ins

Each week you'll check in with your coaches to review your progress, celebrate your wins, troubleshoot any challenges, and make adjustments where needed.

Ongoing Support

Have your coach in your corner throughout the challenge, providing motivation, education, and guidance whenever you need it.

Our facility is a boutique PT set up.

Our in-person coaching has a cap, so get in early ladies.

COACHED.

BY EMMA O'KEEFE

ONLINE COACHING

Our Online Coaching option delivers the same high level of support, accountability, and personalised coaching as our in-person program—with the added flexibility of fitting into your lifestyle. This isn't a compromise; it's a coaching experience designed for women who want expert guidance while enjoying the freedom to train when and where it suits them. Whether you train at your local gym, at home, or while travelling, you'll have everything you need to achieve incredible results.

What's Included

Personalised Training Program

Receive a customised training program tailored to your goals, fitness level, available equipment, and lifestyle. Train on your own schedule, at the time that works best for you. Your coach will help you structure your week.

Personalised Nutrition

Choose between a fully personalised meal plan or customised macro targets, designed to suit your goals, preferences, and daily routine.

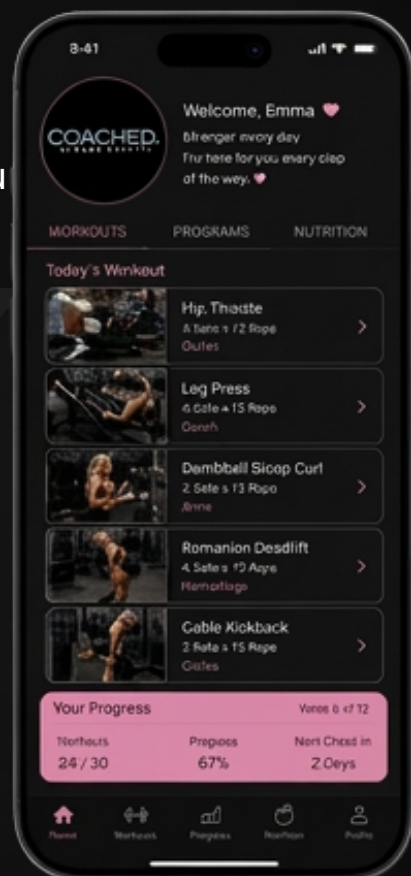
Weekly Accountability Check-Ins

Stay connected with your coach through weekly check-ins to review your progress, celebrate your wins, overcome challenges, and make any adjustments needed to keep you moving forward.

Unlimited Coach Support

You'll have ongoing access to your coach throughout the challenge for guidance, motivation, education, and support whenever you need it.

With expert coaching, consistent accountability, and a plan built specifically for you, you'll have everything you need to make this Winter Grind Challenge a success—wherever you choose to train.



THE SHED.

BY EMMA O'KEEFE

MESSAGE FROM EM

There are plenty of training programs out there—but coaching is about so much more than a workout and a meal plan.

When you work with me, you're getting someone who genuinely cares about your progress and wants to see you succeed. I'll celebrate your wins, help you through the tough weeks, and keep you accountable when motivation starts to fade.

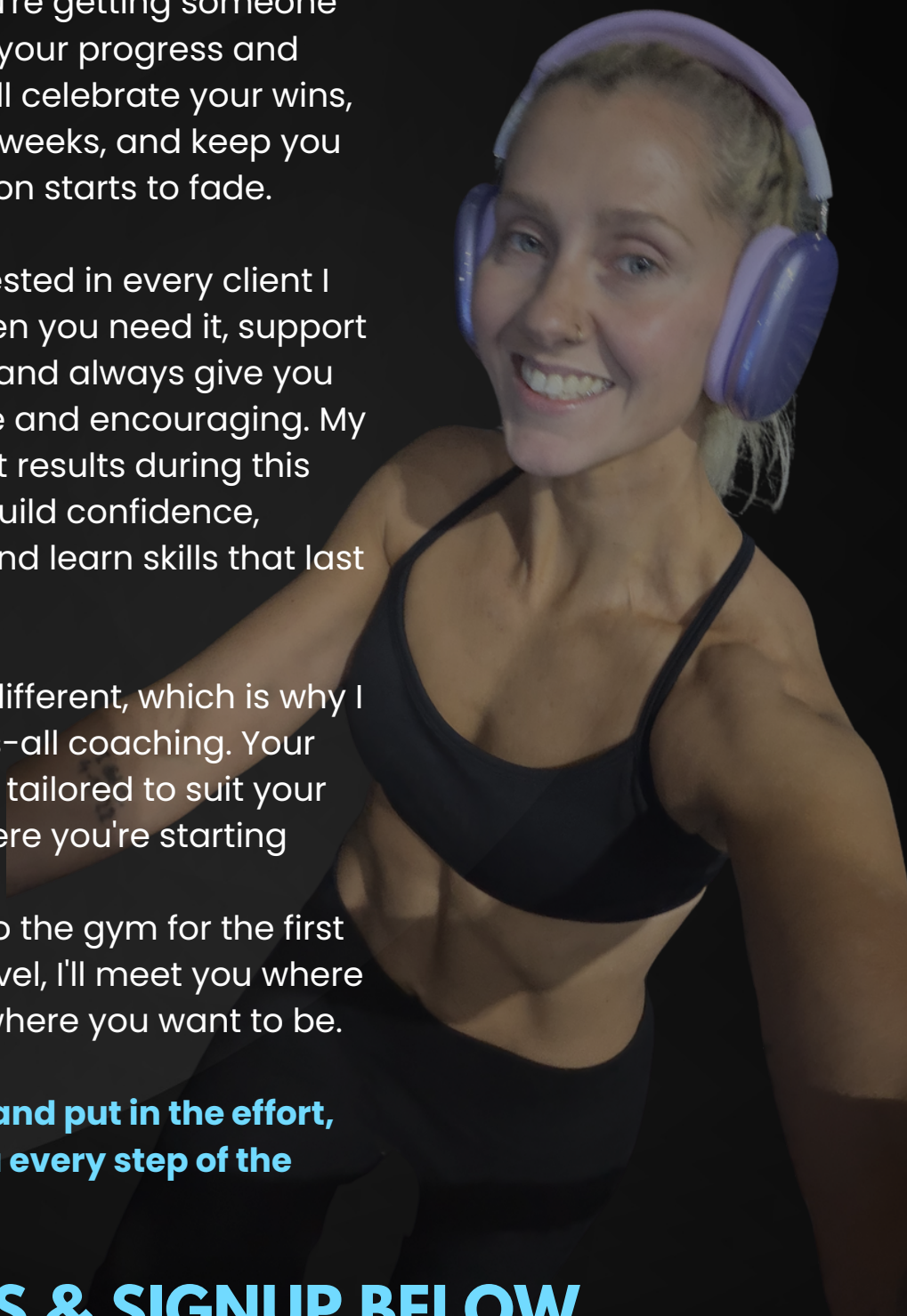
I'm reliable, honest, and invested in every client I coach. I'll challenge you when you need it, support you when things get tough, and always give you feedback that's constructive and encouraging. My goal isn't just to help you get results during this challenge—it's to help you build confidence, create sustainable habits, and learn skills that last well beyond it.

I know that every person is different, which is why I don't believe in one-size-fits-all coaching. Your training and nutrition will be tailored to suit your lifestyle, your goals, and where you're starting from.

Whether you're stepping into the gym for the first time or chasing your next level, I'll meet you where you're at and help you get where you want to be.

If you're willing to show up and put in the effort, I'll be right there beside you every step of the way.

COSTS & SIGNUP BELOW



THE SHED.

B Y E M M A O ' K E E F F E

COSTS & SIGNUP

Challenge investment for in-person and online coaching

Secure your place before Wednesday, 8 July and enjoy our early bird rate of just \$45.99 per week.

Registrations received after this date will be \$50.99 per week.

We encourage you to complete your registration as soon as possible. Your first payment won't be processed until Wednesday, 15 July, so registering early simply gives your coach more time to connect with you, set up your personalised training and nutrition plan, and ensure you're fully prepared before the challenge officially kicks off on Monday, 13 July.

The earlier you sign up, the more prepared you'll be to hit the ground running from day one.

Part 1 – Complete your application form

Part 2 – Fill out your debit link to secure your coaching spot with Emma.

[Click here for application form](#)

[Click here for your direct debit set-up.](#)

Once both services hit capacity, the links will be de-activated.

Let's do it, ladies.

Em x

