



# ADVANCED DEPTH

For highly seasoned coaches and therapists who want to learn your next set of world-class, trauma-informed, somatic transformational techniques (& do some of your *own* deepest inner work & Shadow work along the way)

APPLIED *Depth*  
PRACTITIONER INSTITUTE



There are so many options available for new practitioners to hone their skills. But for those of us who are already masterful with significant experience, it can be challenging to find a training that can meet us where we are and take us where we want to go.

**In Advanced Depth, you are going to take your already deep & masterful work to the next level. You'll learn cutting-edge, evidence-based advanced transformational skills & techniques that will distinguish you from the rest of your industry.**

The revolutionary techniques you acquire in Advanced Depth will help you co-create client experiences that **have clients gushing** about you and your work together - the types of breakthroughs and transformations that have clients remember you forever as a guide who helped them change their lives.

Advanced Depth is for you if you recognize that working not just on the cognitive level but working on the **emotional, spirit, and somatic/energetic levels** is vital to creating real change & results with clients.

It is for you if you know that your work is very good, but also know that **it's time for your clients to tackle deeper blocks, be even more eager to renew with you, and be even more excited to tell all their friends about you.**

Advanced Depth is for you if you are called and willing to dive into the deepest of deep waters and to **go much further with your own Shadow exploration** so that you can create more of what you want in your own business & life.

So that you can have **freedom and agency when it comes to your own blocks, self-sabotage, and ability to be visible.** (Imagine what life and business would be like if you had the power to befriend the fiercest fears and even more through the deepest places of shame).

**And so that you can co-create life-changing breakthroughs around your clients' most embedded resistances, complexes, narratives, Shadows, and self-sabotage.**



# Advanced Depth is for practitioners, coaches, therapists, trainers and guides who desire to:

- ❖ Learn a set of **powerful, somatic, transformation techniques** that jumpstart big change and your clients' experience as "pure magic"
- ❖ Have a space that's deep & powerful enough for you to do your **own next level of soul work and Shadow transformation** (because when you're already evolved, that's hard to find!)
- ❖ **Claim and activate deeper levels of your own power** (& I do not say this lightly: we will do deep work around the Shadow of Power)
- ❖ Become **masterful at working with Fear and Shadow** so that your clients can move through their blocks & resistances with more ease & flow
- ❖ **Powerfully lead your clients through their procrastination, their self-sabotage and the ways they keep themselves small**
- ❖ Have **more clients that re-sign** with you and **more referrals** that easily come through the door ... all because of the incredible quality of your work
- ❖ Level up your group programming so that you have **less attrition and more raving students** who co-create incredible results (& spread the word about you)
- ❖ **Raise your rates or be more bold with your marketing**, but need the confidence (both from inside yourself and from glowing client reviews) to do it
- ❖ Master **ethical, in-integrity, trauma-informed, evidence-based** transformation techniques and marketing practices
- ❖ Use effective techniques that allow you to **create breakthroughs in a matter of minutes**
- ❖ **Be known as one of the most transformational practitioners in your niche, as a practitioner of depth, grace and gravitas**
- ❖ **Have for yourself a potent and intimate container** to process deeply and receive 1:1 attention from me (I accept no more than 24 people total in each cohort)



Advanced Depth is designed to be a life and business-changing experience, and in it:


**You will learn techniques that will leave your clients in awe of the powerful work you do together.**

**You will also do some of the most satisfying and transformational work on yourself that you've ever done.**

Over our 6 intensives, you will master some of the impressive & moving methods that will **have clients feeling your work is life-changing and so well worth the money they are investing with you.** You will have a **much greater capacity & capability to move your clients through the blocks** that are holding them from achieving their goals. You will gain **skills that will give you the confidence to go to the places in your client work, business & marketing that you've been holding back on.**

As you learn these techniques which can be applied to 1:1 or group work, you will also be **fully immersed in your own very, very revealing deep soul work.**

A lot will be required of you by way of stretching yourself into your next level of evolution...and the end result is **an unlocking of the parts of yourself that you've been hiding away but that is vitally needed to get you to where you want to go next.**



# The next Advanced Depth journey begins April 2024! 6 Intensive Retreats over 12 months (5 Virtual/1 In Person):

April 18-19, 2024

## **The Advanced Befriend Your Fear Technique** (Virtual Intensive, April 18-19, 2024)

Fears are one of the main reasons your clients have trouble taking the action they say they want to take. And when there is a fear in the mix, all the cheerleading & visioning in the world won't help. Your client will still stay stuck.

Instead, what is required is to support your client to make friends with the fear - not just in their mind, but in their body. This is the only way to help move your clients out of their fight, flight, freeze & fawn reactions, and towards true response to fear that will give them more confidence and motivation to achieve their goals.

June 27-28, 2024

## **The Choose Your Own Shadow Journey Transformation Technique** (Virtual Intensive, June 27-28, 2024)

The Choose Your Own Shadow Journey Transformation is **one of the most powerful tools I have in my toolbox** and one that clients beg me to train them in! This is the memory reconsolidation technique that leaves all others in the dust because it gives your client the ability to **reclaim energetic parts of themselves that got buried under history**, parts they didn't even know they had but vitally need in order to feel more whole and achieve their goals. The result? A fierce determination to **take the important stretches they need to take in order to create what they want**.

This technique alone is one that has clients telling me our work together is the best money they ever spent.

September 5-6, 2024

### The Power of Dreamwork and Archetypal Symbols (Virtual Intensive, Sept. 5-6, 2024)

Get ready for a mystical, soul-opening, deeply transformative retreat! In this intensive, we will do a deep dive into how to do the real soul work and tap into **transcendent self-knowledge**.

You will learn how to help clients make life-changing meaning and motivation out of their dreams, experiences, and symbols that show up in their lives. You will also learn a series of Jungian-inspired depth-oriented techniques to use with self-created imagery, as well as tarot that are game changers for **self-connection, self-knowledge, and decision-making**.

This intensive will change forever how you understand yourself, your motivations, and your desires and set you on a sacred path of self-knowledge and acceptance.

October 25, 2024

### Harnessing the Gold of the Devil Archetype (Virtual Intensive, October 25, 2024)

At different moments in our lives, the energetic archetype of The Devil gets activated – it's that place inside of us that keeps us **blindly chained to our habits, our patterns, our compulsions**, and ultimately, our illusions. (For example: **over-working, over-exercising, over-Netflixing, becoming slaves to money and beyond**). To overcome these temptations and draw the blind spots out of our illusions, we must navigate the Devil Archetype consciously, intentionally, and by looking at it straight in the eye.

In this deep & totally out-of-the-box intensive, you will Befriend the Devil, lean into its Shadows, see it for what it is...and also excavate its superpowers...**so that you can learn to give yourself more of what you actually need in your life**, instead of constantly chasing the illusion that never leads to salvation.

January 15-17, 2025

## The Shadow & Archetype Intensive (In-person, January 15-17, 2025)

Manipulation. Selfishness. Laziness. Power Over. Egotism. Jealousy. Conceitedness. Anger.

These are just some of the many Shadows humans try so hard to run away from that they end up cutting themselves off from their biggest superpowers - **their ability to make themselves visible, to stand up for what they want & need, to rest, to take passionate action, and more.**

The term "Shadow" is used a lot in the transformational industry, but few practitioners actually understand what the Shadow is and how to actually work with it. When you learn how to work with Shadow, **you are much more poised to support your clients to move beyond their disempowerment and their most persistent, elusive self-sabotaging behaviors...** and toward their goals.

In this retreat, you will come face to face with the most rejected, misunderstood, and sabotaging parts of yourself. The process we go through will give you the opportunity to reclaim these parts of yourself that you've separated yourself from **so that you have more of YOU & YOUR POWER** to bring to your goals and the world. The work we do in this retreat is epic,

It is some of the most powerful & courageous personal work that can be done. And then you will learn how to do it with your clients.

March 6-7, 2025

## Wise Warrior Technique: Activating More Aligned Boundaries

(Virtual Intensive, March 6-7, 2025)

The Archetype of the Wise Warrior is medicine for those who get stuck because they are **overgiving and aren't setting boundaries**; and because they don't have the courage to speak up and speak out – in their lives, in their businesses, in their messaging, in their marketing...and with their own habits (too much social media scrolling, anyone?).

In this powerful intensive, you will master various techniques to unlock the healing powers of the Wise Warrior for yourself and for your clients. In doing so, your clients will be much more poised to **stand up for themselves, set boundaries, stop procrastinating, and to make decisions about their time, energy, and resources that support them.**

# Advanced Depth ALSO includes 45+ Hours of Highly Effective Transformational Wisdom & Client Techniques:

## Homestudy

### **SACRED RHYTHMS: Better Decisions & Action through Embodied Cycle Work (Value \$495)**

You will learn how to support your clients - and yourself! - to use the 4 natural energetic rhythms of the cycle to create more confidence, alignment, flow, and harmony in any project they work on.

You will learn embodiment techniques that can be used in your 1:1 and group work and receive step-by-step instructions for supporting clients to activate The Fool (how to start a project), The Lover (how to grow a project), The Sovereign (how to harvest a project), and the Destroyer (how to end a project) within themselves.

Life will look and feel very different after you embody the Sacred Rhythms.

## Homestudy

### **NLP & Hypnosis Tips for Advanced Depths Techniques (Value \$295)**

Over these high-content sessions, you will learn about the subconscious and then receive some of the most effective NLP & Hypnosis tips & tricks to help you in activating the subconscious. This will make your Advanced Depth techniques even more effective and support your clients to take even more action on what they truly desire.

### **Sacred Power: Ethics and Integrity in Your Client Work & Business Practices (Value \$495)**

This course goes deep into unraveling some of the biggest coaching & marketing practices that most people don't realize are unethical and not trauma-informed. You will learn a set of much more ethical practitioner and business skills, ones that will allow you to feel in your mind, heart, and soul that you are doing good in the world (versus causing harm) as you go deep and as you market. Ironically (& thankfully!), when you employ these Ethical Practices, you will be able to go much deeper than other practitioners in the industry as well as have more successful and aligned marketing. The more ethical the marketing, the more your ideal clients will be attracted to it!

This course is a game changer for practitioners and entrepreneurs who want to do things differently than some of the "icky" standards of the industry.

### **Navigating the Resistance Archetypes for Better Client Engagement (Value: \$795)**

This in-depth course takes you step by step through the potent technique of supporting clients through some of the most common obstacles that can come up in your work: procrastination, perfectionism, overwhelm, judgment, feeling helpless, neediness, and flakiness.

This trauma-informed, cognitive, and somatic technique can be used to empower your clients - and you - to more easefully move towards your aligned goals. As part of this course, you will receive full scripts on how to navigate each Resistance Archetype: The Victim, The Judge, The Flake, The Procrastinator, The Needy One, The Spiritual One, The Jokester, and more.

# What participants are saying about Advanced Depth:

"The magic of Advanced Depths is both Joanna's masterful facilitation and the incredible community of practitioners she brings together. I went from knowing the tools to being able to confidently and spontaneously integrate them into so much of my coaching and facilitation. The shadow work was profound and opened up aspects of myself I had been burying. The work I did in this container has and will continue to serve my development, both personally and professionally, for many years to come."

**~Cara Jones, Untether Your Voice**

"Advanced Depth allowed me to play on the edge of my comfort zone in a safe and powerful way - as a practitioner and facilitator. I cultivated a deeper set of tools for my own personal work as well as the work I do with clients. The container Joanna creates for her participants is rare in that we are all safe to go deep and explore caverns of ourselves we've never encountered, the most profound gift that we can then bring to our clients."

**~Rachel Rider, Mettaworks**

"I always know that when I work with Joanna in any of her programs I will evolve to my next level of growth. My experience in Advanced Depth was truly a transformational experience both personally and professionally. Not only did I create my first \$25,000 month, but even more importantly, I stepped into a version of myself that I had been holding back for years."

**~Christine Dyan, Manipura Center**

"As a master-level coach of several years, taking a deeply focused dive into Joanna's most advanced and transformational techniques in the Advanced Depth Program was hands-down the best investment I made in my craft, ever. Our retreats were focused on not just learning and practicing, but personally experiencing the potency of the techniques we were learning, I came away from each one knowing I could incorporate what I'd learned into my client practice with confidence. My clients have benefited tremendously, and so have I. I've never understood myself so well as a practitioner and human who cares deeply about the work I do in the world. If you're considering the Advanced Depths Program, I can't recommend it highly enough."

**~Lisa Hatlestad, Lisa Hatlestad Coaching**

# What more participants are saying about Advanced Depth:

"I've been practicing the Choose Your Shadow Journey technique with multiple clients this week, and it's been really powerful to do them in quick succession. All of my clients have had these extraordinary moments of rewriting their relationship to lived experiences that have been holding them back from forward movement and living into their own beautiful expressions.

I am so grateful for this technique (and so many that we've learned in this program), Joanna. It's been a powerful one to help shift when people are feeling really stuck. And wow, I'm loving feeling the energetic shift as people step into their new way of being - and new expression - it's so palpable and delicious! Thank you."

**~Kelly Lubeck**

"My in-person Shadow work retreat with Joanna was one of the most life-altering events of the last year for me. It altered some major decisions about how I conducted my life since then, in ways that I deeply needed – in fact had LONGED for, but never managed to allow. What's more, I notice that the resentment I had been carrying for YEARS toward a family member who represented my Shadow... has completely dissolved. I feel nothing but love & delight in that relationship now.

I've discovered a way of being that had felt too far outside of my identity previously – in this case meaning, I'm able to relax, take vacations, trust life to hold me, enjoy the fruits of my labor, SEE that I'm safe even while off the hamster wheel of productivity, of "justifying my existence" through earning & work. Even just beginning to integrate this Shadow has afforded me so many more options in life, beyond my limiting old defaults."

**~Karlita Nabours-Palermo**

# Additional Amazing Practice & Business Bonuses

## **Five (5) 90-minute Integration Intensives (\$1500 Value)**

I know that continuing to integrate everything you learn in our retreat intensives (there is SO much!) is key to your ability to go deeper and deeper with these techniques. In these 90-minute interactive intensives, you will have the opportunity to finesse & more deeply master the new techniques we learn, as well as others already in your toolbox.

## **AUTHENTIC ENROLLMENT CONVERSATIONS HOMESTUDY (\$600 Value)**

In this 5-hour training, you will learn step-by-step how to lead in-integrity sales calls that CONVERT. You will gain the inner confidence you need and the outer techniques you need to support aligned prospects to say YES to you...at rates that feel good to everyone. This training has been hailed as the premiere sales training in the industry - you will have every detail you need to make your enrollments easier and transformational, including script sheets and enrollment templates, and more.

## **Two Monthly 90-minute Business & Coaching Clinic Calls with me (Priceless)**

Each month, you'll have the opportunity to bring to me ANY questions you have on your client sessions, on places you may be stuck or need inspiration when it comes to your client issues, on the development of your group programs, on your curriculum, and on any other questions related to your business, marketing, and sales processes. These Q/A calls are pure gold, with tons of content, instruction, and strategizing that is directed by your particular needs.

## **Scripts, Templates, Step by Step Instructions throughout (Priceless)**

For each technique we learn together, you will receive detailed resource sheets so that you can practice the techniques easily and have them at the tip of your fingers any time.





There are two options available for your investment:

PAY IN FULL  
\$8,700

PAYMENT PLAN  
14 payments of \$645



It would be my ABSOLUTE HONOR to have you in this intimate, highly interactive, and powerful circle. This is truly some of the most transformational work a person can do, and it fills my heart to be able to share these techniques with you.

Of course, if you have questions, a member of the team is happy to grab a quick call with you, simply [let us know](#), and we'll get a call scheduled. I find that when my heart is calling to an adventure & opportunity, but I'm not yet 100% sure, having a conversation can help me get clear. (And YES, we provide a no-pressure, trauma-informed space to have a real conversation to see if this is right for you).

The practices I share with you in Advanced Depth are some of the same ones that have my own clients coming back to me over and over and over again. And the same ones that have my clients proudly share about me and work together with everyone they know.

But more importantly, the practices and wisdom I share with you in Advanced Depth are the exact things that have helped me in my own personal journey - these are the things that have allowed me to make myself visible, to charge aligned rates, to create a team that is loyal and supportive, to lead & market with integrity as my guide...and most importantly: to love and accept all of who I am. To know myself better than I ever thought possible. And to know how to work with myself as the inevitable blocks come up.

This is The Work. This is how we do the work that makes us better, even when we're already great.

This is how we continue to evolve and expand our leadership... so that we don't get bored and our work doesn't go stale.

This is how we create ethical, sustainable businesses.

This is how we let go of the need for the latest new-fangled marketing techniques and instead generate referrals, renewals, and new clients through EXCELLENCE in our work.

If you stand for all of this, as I do, I would love to have you in the Advanced Depth training, learning with me and the incredible practitioners in the circle.

With love,

Joanna