



About The Den South Denver Fitness

At The Den South Denver Fitness, we train with purpose. Our programming is built around functional movement patterns that translate directly to real life—inside and outside the gym. The goal is simple: help you move better, get stronger, and build a level of fitness that supports your life, not competes with it.

Training at The Den is varied, intelligently structured, and never random. Sessions pull from multiple disciplines including strength training, aerobic conditioning, kettlebells, gymnastics-based movements, Olympic and power lifting, and durability-focused accessory work. Intensity is applied thoughtfully, allowing you to progress safely while still being challenged.

What truly sets The Den apart is the environment. We maintain a professional, welcoming, and non-intimidating training floor where every member feels supported. All workouts are scalable and adaptable to your current ability, training history, and physical considerations. In the same session, you may see busy professionals, parents, endurance athletes, and individuals rebuilding strength after time away from training—each working toward the same objective: steady, sustainable improvement.

While our members come from diverse backgrounds, they share a common mindset. They value effort, consistency, and showing up. They train hard, take ownership of their progress, and understand that fitness is a long-term pursuit.

Beyond the gym floor, The Den community extends into shared experiences—runs, outdoor adventures, events, and gatherings that reinforce connection and accountability. We believe training should be challenging, rewarding, and enjoyable.

You'll work hard here—but you'll also feel supported every step of the way.

How We Started

The Den South Denver Fitness was founded on the belief that structured training, strong coaching, and real community can change lives.

The Den began in 2010 in an unlikely place—an old chicken coop warehouse off Santa Fe Road. The space was small, the equipment was limited, and nothing was polished—but the standards were clear. Training was intentional. Coaching mattered. And the people who showed up were committed to getting better.

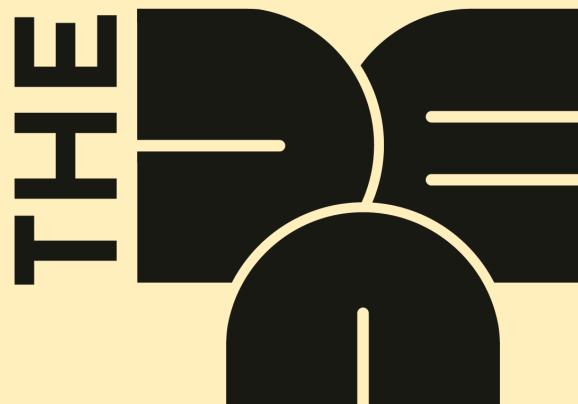
In those early years, every session required focus and effort. Equipment was shared, space was tight, and progress was earned. What grew out of that environment was a culture rooted in resilience, accountability, and mutual respect—principles that still define The Den today.

As the community expanded, so did the need for a space that could support it. In 2017, The Den moved to a smaller facility on old Hampden Road, allowing for expanded programming, improved training flow, and a broader range of coaching services. This move marked a shift from scrappy beginnings to a more refined, professional training environment—without losing the grit that built it.

Now, 15 years later, The Den is proudly located on Evans Avenue, operating as a fully developed strength and conditioning facility designed to support long-term health, performance, and consistency. While the location and equipment have evolved, the mission has remained the same: help people get stronger—physically and mentally—through thoughtful programming and expert coaching.

Over the past decade and a half, The Den coaches have worked with hundreds of individuals across every background and goal imaginable. From first-time gym members to experienced competitors, from rebuilding after injury to pursuing peak performance, we take pride in guiding people through meaningful, lasting change.

What started in a warehouse has become a cornerstone training community—built on experience, integrity, and a deep respect for the process.



Our Commitment to Our Community

At The Den South Denver Fitness, we believe training has the power to improve every aspect of a person's life. We take that belief seriously—and we hold ourselves accountable to it every day.

Our primary focus is the health, happiness, and sense of belonging of the people who already train here. Growth for us has never been about volume or aggressive marketing. It has been about depth—building a community where individuals feel supported, respected, and genuinely cared for.

We don't prioritize constant expansion, hard sales, or transactional relationships. Instead, we invest our energy into delivering exceptional coaching, maintaining high standards, and fostering an environment where people want to stay because they feel valued. Trust is earned through consistency, integrity, and attention—not upselling or pressure.

Our members are the most important people in the building. Everything we do exists to serve their experience. Coaching at The Den is not something we do for our members—it's something we are privileged to do with them. The work we put into programming, coaching, and community is driven by the trust placed in us each time someone walks through the door.

We view our members as partners in this process. They shape the culture, elevate the environment, and make this place what it is. At The Den, community isn't a marketing term—it's the foundation. The relationships built here extend beyond training sessions, and that connection is what sets this space apart.



Our Training Philosophy

At The Den South Denver Fitness, we believe effective training requires more than intensity—it requires ownership.

While many fitness models emphasize constant variation and short-term effort, our approach prioritizes engagement with the process, intentional breathing, and a clear connection to long-term health. Strength, conditioning, and movement are tools—but how they are applied matters.

We use functional movement patterns that challenge the body and build real-world capacity. You will lift, push, pull, hinge, squat, carry, row, and condition your engine. But unlike many traditional group fitness or CrossFit-style environments, intensity at The Den is never divorced from awareness. Breath is not something to ignore—it is something to own. Movement quality is not optional. Effort without engagement does not serve longevity.

Our goal is not to chase exhaustion for its own sake. Our goal is to build people who understand why they are training, how they are training, and what that training supports over years—not weeks.

Fitness, to us, is not simply about doing more work faster. It is about developing the capacity to:

- Move well under load
- Sustain effort with control
- Recover effectively
- Train consistently across seasons of life



We do not allow members to disengage from the long-term objective of health. That means we coach breathing, pacing, mechanics, and progression with intention. It also means we hold people accountable—not just to showing up, but to showing up present.

Variation exists here, but it is structured. Intensity exists, but it is earned. Progression is not random—it is planned, coached, and revisited.

At The Den, training is not about surviving workouts. It is about developing strength, capacity, and resilience that carry into daily life. We are not interested in quick wins or short-lived peaks. We are interested in helping people train well enough—and long enough—to build a healthier, more capable future.



What to Expect in a Class

At The Den South Denver Fitness, coaching experience matters. Over 90% of classes are led by coaches with more than 10 years of experience across multiple training modalities, giving you access to the depth of knowledge needed to train safely, effectively, and with purpose.

All group sessions are 60-70 minutes and are coached live from start to finish. Classes are structured to balance education, effort, and execution while creating a focused, supportive environment where everyone is progressing relative to their own ability and training history.

Every session includes:

- A coached warm-up designed to prepare joints, tissues, and breathing
- Clear instruction and demonstration of movements
- Structured strength and/or conditioning work
- Intentional progressions or regressions based on individual needs
- Ongoing feedback to reinforce safe, effective movement

Our coaches are full-time strength and conditioning professionals who prioritize long-term health, quality movement, and consistency over short-term intensity. Expect thoughtful cueing, pacing guidance, and individualized attention throughout every class.

The same workout framework is used across all class offerings, including our Training for Longevity sessions. In small cohort formats, the structure shifts to allow for greater personalization. Members complete individualized warm-up and preparation protocols that align with their specific mobility needs, injury history, and movement goals before transitioning into the coached strength and conditioning portions of the session.

This model allows the group to train together while honoring individual differences. The framework stays consistent, but the entry points, loading, and movement variations are tailored—ensuring meaningful progress without compromising safety or longevity.

Programming is intentionally varied and comprehensive, rotating movement patterns and training emphases throughout the week. There are no rigid “muscle group days.” Instead, training is designed to build balanced strength, resilience, and capacity over time.

The environment at The Den is professional, challenging, and welcoming. Members are encouraged to take ownership of their training, support one another, and stay engaged with the long-term goal of health and performance.

Training here isn't about surviving workouts—it's about learning how to train well, for the long run.



What We Expect From You

Have fun—but take it seriously.

We want every session to be challenging, purposeful, and rewarding. That said, fitness should also be enjoyable. Laugh, celebrate progress, and embrace the journey—you'll get more out of training when you enjoy the process.

Ask questions.

Our coaches are highly experienced professionals here to guide you. If you don't understand a movement, modification, or progression, speak up. There's no such thing as a bad question.

Let the coaches coach.

Every session is led by full-time strength and conditioning professionals with years of experience across multiple modalities. Their role is to instruct, correct, and optimize your training—trust their guidance.

Leave your ego at the door.

Training is humbling, and progress comes from consistent effort, not comparison. Focus on your growth, not how you stack up against others. Pursuing perfection or trying to “win” will only create frustration.

Be honest with your effort and results.

Tracking your performance accurately matters. Skipping reps, taking shortcuts, or misreporting rounds won’t serve your long-term goals. Consistency and transparency are key.

Prioritize safety and mobility.

Listen to your body and your coach. Always follow the principles of TECHNIQUE → CONSISTENCY → INTENSITY. If something doesn’t feel right, stop and communicate immediately. Incorporate mobility and recovery practices to stay healthy over the long term.

Fuel your body thoughtfully.

Training is only part of the equation. Your nutrition and lifestyle outside the gym are what support your progress. We provide guidance and coaching, but the choices you make matter. Commit to habits that align with your goals.

Respect your time and the group.

Arriving on time—or a few minutes early—ensures you get a full warm-up, instruction, and skill practice. Classes run 60-70 minutes, and being late can compromise your own experience and the flow of the session.

Take ownership.

Your results are directly tied to your engagement, consistency, and willingness to apply what you learn. Show up prepared, stay present during class, and invest in the process—your long-term health and performance will thank you.



Results & Your First Three Months

When you first start at The Den South Denver Fitness, it's normal to experience some soreness—regardless of your starting level. Your body is adjusting to new movements, loading patterns, and the intentional intensity we use to drive progress. As your body adapts, that initial discomfort will fade, but consistency is key. Showing up, staying engaged, and adjusting to the training are essential for results.

If you commit to regular attendance, focus during sessions, and maintain mindful nutrition and hydration, you will begin to see and feel changes within the first month. For those carrying extra weight, it is not uncommon to see noticeable fat loss. For those looking to gain strength, early improvements in coordination, stability, and overall functional strength are typical. Everyone develops greater mobility, confidence in movement, and an understanding of how to push themselves safely and effectively.

The real transformation often begins after about three months. By this point, members notice substantial improvements in their strength, efficiency, and ability to execute foundational

movements. Day-to-day life feels easier: energy levels are higher and more sustained, sleep quality improves, and workouts that once felt intimidating begin to feel manageable—if not enjoyable.

These results are driven by consistency, effort, and attentiveness. Engaging fully with the coaching, adhering to safe movement patterns, and making mindful choices outside the gym are what turn short-term progress into long-term health and strength.

Classes & Programs: Sign-Up and Cancellations

All members are required to sign up for classes in advance. Classes are capped at 18 participants, and reservations open 24 hours prior to the session. To reserve your spot, use Mindbody.

We understand that schedules change, so you are free to cancel your reservation at any time. However, cancellations made less than 2 hours before class will incur a \$20 non-refundable fee. This policy ensures that other members have a fair opportunity to take your spot.

Why this matters:

- Cancelling only minutes before class prevents others from seeing the opening and attending.
- Timely cancellations allow your fellow members to train and keep classes full and dynamic.

We appreciate your consideration and effort to help maintain a smooth, organized, and fair training environment for everyone.

Step-by-Step: Signing Up for Class

Once you've received your Mindbody/The Den welcome email, use the link provided to access Mindbody, our class reservation system. All class sign-ups and cancellations are managed through this platform.

1. Open the Mindbody App or log in via the website.
2. Select "Schedule" to view available classes.
3. Choose the class and time you want to attend, then click "Book" to reserve your spot.
4. You should see confirmation that you are reserved for the class.

If you encounter any issues with Mindbody or need additional support, please ask one of our coaches—they're happy to help you get signed up and ensure your spot is secured.

Reminder: Classes are capped at 18 participants, and timely sign-ups help maintain a smooth, organized schedule for everyone.

Classes & Programs

At **The Den South Denver Fitness**, we offer structured programs designed to meet the needs of busy professionals, strength athletes, and anyone committed to improving long-term health. All classes are led by highly experienced coaches with a focus on movement quality, progressions, and sustainable results.

Training Options

Training for Longevity

Our flagship program and widely regarded as the **best hour of the day**. These sessions focus on individualized warm-ups, mobility work, strength, and conditioning tailored to your body, past injuries, and long-term health goals. You'll train in a small cohort with a maximum coach-to-member ratio that ensures precision and attention to every movement.

Small Group Cohort Classes

These 5:1 sessions are designed for members seeking a more personalized experience while still enjoying the energy of a group environment. Each class combines **prehab, mobility, and coached strength/conditioning work**, fully adapted to each participant's ability and consistency.

Functional Bodybuilding (Optional Add-On)

For \$12/month (normally free until March), members can add **Functional Bodybuilding** to their training. This optional 5-day per week program focuses on building total-body strength, durability, and resilience without compromising your other training. Functional Bodybuilding emphasizes pressing, pulling, and squatting patterns to improve movement efficiency, reduce injury risk, and enhance sport-specific or endurance performance.

This programming can be done **during any Training for Longevity or Small Group Cohort session**, allowing you to integrate strength work seamlessly with your regular training schedule.

Open Gym Rules

Open Gym at The Den South Denver Fitness is designed to give members extra flexibility while complementing our structured classes. It is **not a coached session**, but a Coach is always on the premises to ensure safety and provide guidance if needed.

Hours of Operation:

- Monday–Friday: 4:30 AM – Close
- Saturday–Sunday: 7:30 AM – Close

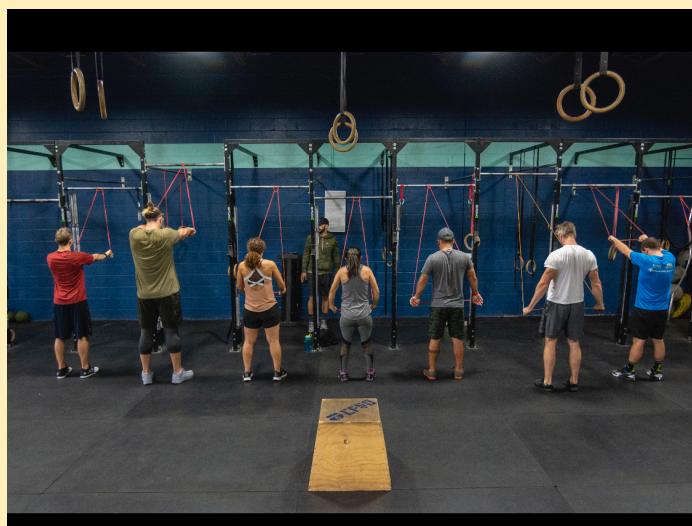
Reservation:

- All Open Gym sessions require a **1.5-hour reservation via Mindbody**.

Important Guidelines:

1. **Shared Space:** Open Gym is available on the **weightlifting platforms, turf, or wherever the class is not in session**, rather than a dedicated Open Gym area.
2. **No Organized Groups:** You may train with one other person, but **organized group workouts of more than 2 people are not allowed**—they distract from classes and monopolize equipment. For group energy, join a class.
3. **Equipment Priority:** Classes and personal training sessions take **priority for all equipment, clocks, and stereos**. You may ask a coach if you need to use something from the group training area, but if a class requires it, they have first use.
4. **Respect the Coaches:** Avoid dropping barbells or engaging in activities that could disrupt coaches teaching, demonstrating movements, or explaining workouts. The on-duty Coach has the authority to stop any activity at any time—**safety comes first**.
5. **Clean Up After Yourself:** Return all equipment to its proper place and wipe down anything you use. Keeping the space organized and clean ensures a safe and efficient environment for everyone.

Open Gym is an excellent opportunity to practice skills, get in extra work, or explore new movements—but it works best when everyone respects the rules, the equipment, and the people around them.



Nutrition Coaching at The Den South Denver Fitness

We believe **nutrition is the foundation** of performance, longevity, and overall health. That's why we offer two levels of personalized nutrition support to help you fuel your training and reach your goals:

Nutrition Coaching Essentials

- **Personalized Macro Prescription:** Designed specifically for your body, goals, training frequency, and food preferences.
- **Weekly Check-Ins & Unlimited Messaging:** Communicate with your coach for guidance, feedback, and accountability between sessions.

- **Seismic Online Coaching Platform Access:** Track your progress, log macros, monitor key metrics, and stay connected with your coach.

Nutrition Coaching Plus

Includes everything from **Essentials**, plus:

- **Monthly Video Calls** with your coach for deeper guidance and adjustments
- **Starting Meal Plan** based on your coach-prescribed macros
- **50% Off MacrosFirst Premium Subscription:** Our preferred food-tracking app, which syncs directly with Seismic for seamless logging and progress tracking

Additional Support:

Both programs allow you to **add personalized meal plans or video calls** at any time if you want extra inspiration, guidance, or a closer connection with your coach.

Memberships & Payment Information

Monthly Membership Payment

Membership fees are **automatically deducted on the 1st of each month** through your Mindbody account. The payment method you provide is what will be charged each month. You can update your payment method at any time online through Mindbody or by speaking with a coach at the gym.

Important: Failed payments will **not incur a penalty fee**, but please resolve any issues promptly to avoid interruptions in access.

Membership Cancellation

Memberships require **30 days' notice** for cancellation. If you don't agree with this policy, The Den may not be the right fit for you—please do not join.

Membership Holds

At The Den, we **do not allow membership holds**. To maintain consistency and progress for all members, accounts remain active once enrolled, and payment continues monthly unless canceled according to the above policy.

Retail Purchases

We offer a variety of apparel—shirts, tanks, sweatshirts, hats—and nutritional products such as protein shakes, recovery drinks, and bars.

To make a purchase:

1. Use the **clipboard** near the items to write your **name, item, and quantity**.
2. Purchases will be **billed through Mindbody at the end of the month**.
3. You will receive an **itemized receipt via email**.

Understanding Training Lingo at The Den South Denver Fitness

During classes and programming, coaches may use a variety of abbreviations and acronyms. Here's a comprehensive cheat sheet to help you follow along and understand what's being communicated:

Abbreviation	Meaning
AFAP	As Fast As Possible
AHAP	As Heavy As Possible
AKBS	American Kettlebell Swings
ALT	Alternating
AMRAP	As Many Reps As Possible
BB	Barbell
BBJ	Burpee Box Jump
BBJO	Burpee Box Jump Over
BJ	Box Jump
BJO	Box Jump Over
BMU	Bar Muscle Up
BOR	Bent Over Row
BP	Bench Press
BS	Back Squat
BW	Body Weight
C2B	Chest to Bar Pull-up
Cal	Calories (row, ski, bike, etc.)
DB	Dumbbell
DL	Deadlift
DU	Double Under

EMOM	Every Minute on the Minute
FS	Front Squat
G2OH	Ground to Overhead
GHD	Glute Hamstring Developer
HPS	Hang Power Snatch
HRPU	Hand Release Push-ups
HSH	Handstand Hold
HSPU	Handstand Push-ups
HSW	Handstand Walk
K2E	Knees to Elbows
KB	Kettlebell
ME	Max Effort
Metcon	Metabolic Conditioning
MOD	Modification
MR	Max Repetitions in a Single Attempt
MU	Muscle Up (rings)
OHS	Overhead Squat
OTM	On the Minute
PC	Power Clean
PJ	Push Jerk
PP	Push Press
PR	Personal Record

PU	Pull-ups or Push-ups
PVC	PVC pipe or dowel
RDL	Romanian Deadlift
Rds	Rounds in a workout
Rep	Repetitions
RFT	Rounds for Time
RKBS	Russian Kettlebell Swings
RM	Repetition Maximum (1RM, 2RM, etc.)
ROM	Range of Motion
RR	Ring Row
RX	As prescribed in the workout
S2OH	Shoulder to Overhead
SDL	Sumo Deadlift
SDLHP	Sumo Deadlift High Pull
SJ	Split Jerk
SP	Press (Strict Shoulder Press)
SU	Sit-up or Single Under
Sub	Substitute
T2B	Toes to Bar
Tabata	Type of workout: 20 seconds work / 20 seconds rest
TGU	Turkish Getup

TNG	Touch and Go
UB	Unbroken
WB	Wall Ball
WOD	Workout of the Day