



ABOUT

Erica spent 10 years at Amazon as a Senior Manager, where she watched brilliant, driven people — herself included — set ambitious goals and quietly abandon them by week three. That pattern became an obsession. She built The Season of You, a 90-day goal execution system, because she needed a methodology that treated stalling as a process problem, not a character flaw. Now she coaches, writes, and runs a podcast to help other high performers do the same.

Her work is rooted in one idea: discipline creates freedom, not restriction. Through her podcast, her online course, and her live workshops, she helps people stop negotiating with themselves and start building the life they keep almost having. She's based in the Denver area and is currently in the middle of her own season — building this business from the ground up, in public.

Audience & Reach: 2,400+ LinkedIn followers · 350+ podcast downloads in the first 10 days (3 episodes)

INTERVIEW TOPICS

- 01 Why discipline is a system problem, not a willpower problem
- 02 The Five Domains of Friction — why your plan keeps breaking down in the same place
- 03 How to set a goal you'll actually finish (the Anchor Goal framework)
- 04 The Weekly Scouting Report: a 5-minute practice that makes Monday a clean slate
- 05 Why high achievers are the most likely to keep starting over

QUESTIONS TO ASK

- Q1 You say most people have a process problem, not a discipline problem. What's the difference — and why does it matter?
- Q2 What is the Five Domains of Friction, and how does someone figure out which domain is breaking their plan?
- Q3 What's an Anchor Goal, and how is it different from a regular goal?
- Q4 You built this methodology partly from your own experience. What was the moment you realized you needed a system?
- Q5 What does a Season actually look like in practice — what does someone do differently in their week?
- Q6 What's the one thing people get wrong about goal-setting that keeps them stuck?

AS SEEN & HEARD

CNN Health / Fit Nation · 2015

Selected as one of six viewers nationally for the CNN Fit Nation Triathlon Challenge. Trained for and completed the Nautica Malibu Triathlon alongside Dr. Sanjay Gupta. Multiple articles + dedicated video segment.

Clean Food Dirty Girl · 2020

Featured interview on sobriety, plant-based living, and getting out of a rut. "Erica is a gift to the world."

The CW — Scrabble · 2024

Appeared on the syndicated game show Scrabble on The CW, Ep. 9 "Human Dictionary."

Ten Junk Miles Podcast · 2019

Ep. 94 — first 100-miler (Yeti 100), sobriety, and life on the run.

Trail Runner Magazine · 2021

Trail Towns feature. Recognized as a Trail Sisters expert and community voice for women and people of color in trail running.

Sarah Running (Substack) · 2023

Full profile: "Erica Goes For It." Ultrarunning, sobriety, TransRockies, and life story.

WHAT YOUR AUDIENCE WILL WALK AWAY WITH

- A reframe: stalling is a process failure, not a character flaw
- A concrete framework for setting one goal they'll actually finish
- A vocabulary for diagnosing exactly where their plan is breaking down
- A weekly practice that makes consistency feel sustainable instead of exhausting

"You don't have a discipline problem. You have a process problem."