

40 or Less Method Overview

What It Is:

A hormonal fat loss system for busy women who want to lose up to 40 lbs and who want to figure out how to make healthy, fat-burning eating a lifestyle, not a diet.

Who It's For:

Women who:

- Have a busy lifestyle without a lot of extra time
- Have tried yo-yo and fad diets without any long-term success
- Are confused and frustrated about why nothing works
- Want to be accountable for their own long-term health
- Are age 30-50 with up to 40 lbs to lose

What It Includes:

- Personalized coaching and customization to suit your body type and lifestyle needs
- Weekly accountability
- Bi-Weekly progress updates
- Private Facebook group with access to me (your coach) 24/7
- Lifetime access to the membership portal, including all updates to content
- Over 100 recipes and 15 meal plans (fully customizable)
- Step by step coaching to achieve hormonal balance using real foods
- An understanding of YOUR body's signals and cues, and how to eat to keep yourself on track
- Guidance on how to eat to include your favorite foods, even wine, pizza and chocolate
- A complete meal planning and eating out guide to help develop a lifestyle

How It Works:

I'm going to help you lose extra weight that's keeping you from feeling attractive, confident and excited to shop for new clothes by using the 3 key principles that boost fat loss in women over 30.

1. Foundation: We first have to undo all the things that bad dieting advice has caused in your body. We start with a 1 week detox and continue to repair your digestion and boost your nutrients by eliminating certain foods that are holding you back.
2. Transformation: Once your body is primed for fat loss, we start by optimizing your hormonal balance with real, whole foods. This is where your metabolism really kicks into high gear.

3. Maintenance: This is a lifestyle change, so I help you make eating for hormonal fat loss a habit, something you can do anywhere at any time. You learn to plan your own meals and to choose the best foods when eating out.

Plus, you get massive support and accountability from a hormonal fat loss expert (who's been through all this herself!) to see the most success possible in 3 months.

Commitment:

3 months

This is enough time to optimize your body's health, rebalance those hormones for massive fat loss and help you learn all about how to make this a lifestyle change.

What It's Not:

- Your traditional diet where you follow exactly what I tell you
- Calorie or macro counting – it's not keto
- A quick fix
- A one size fits all program
- Restriction or deprivation, nor is it starvation
- Miracle cures: diet pills, diet supplements, protein shakes