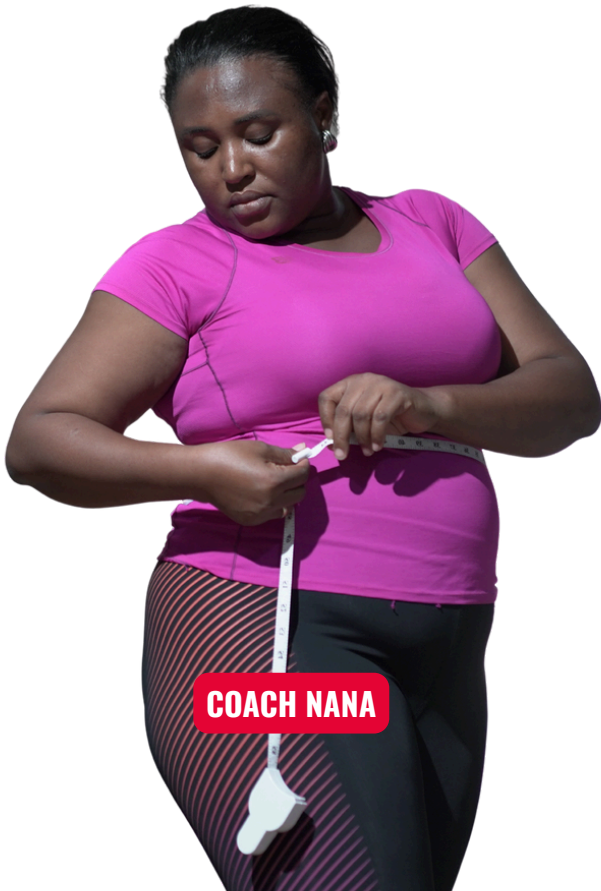


# THE TRUTH ABOUT WEIGHT LOSS FOR WOMEN 35+

**5 Mistakes Keeping Women Stuck  
In Their 30s, 40s, 50s, and Beyond**

**And the Simple 3-Step Fix for Sustainable Results**



**COACH NANA**

**THIS GUIDE IS NOT INTENDED FOR THE TREATMENT OR PREVENTION OF DISEASE, NOR AS A SUBSTITUTE FOR MEDICAL TREATMENT, NOR AS AN ALTERNATIVE TO MEDICAL ADVICE. USE OF THE GUIDELINES HEREIN IS AT THE SOLE CHOICE AND RISK OF THE READER**



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## INTRODUCTION

### YOU'RE NOT 'BROKEN'

If you are reading this then you've probably wondered why weight loss feels different or maybe even harder now.

You've tracked your calories and macros. You've done plenty of cardio. You've cut carbs, tried keto, started intermittent fasting, and even did a 10-day detox or cleanse. **It feels like you've tried 'everything'.**

And for a while, some of these things may have worked. But then, they (or you) stopped working and the weight came back, maybe even more than before.

### **You are not alone.**

Many women notice that sometime in their 30s, 40s, or 50s:

- The scale stops responding
- Fat (especially around the belly) becomes more prominent - and stubborn.
- Energy is lower and Recovery takes longer
- And even though they may be trying harder than ever, their body isn't cooperating. The same strategies that worked in their 20s now feel useless

This can lead to self-doubt, frustration, exhaustion, and unwillingness to keep trying.

Then you start to ask and wonder - **'is there something wrong or broken with my body'?**

Here's what I need you to know: **Nothing is wrong with you and you are not broken.**

The truth is - your body has changed, but most of the weight loss advice you've been following hasn't.

Between hormonal shifts, increased stress, busy lifestyles, and years of dieting - the strategies that once worked no longer match the reality of your body or your life.

This guide will help you understand why and give you all the clarity you need.



## **A COUPLE OF THINGS BEFORE WE DIVE IN ...**

Hi, I'm Coach Nana.

You might be wondering - ***'Why should I listen to a male coach about weight loss for women?'***

That's a fair question - and here's the truth:

I've spent the last 15+ years working with and coaching 100s (hundreds) of women - ranging from age 13 to 68 - across different stages of life: motherhood, busy careers, pregnancy & postpartum, perimenopause, menopause, and beyond.

Over time I've seen the same patterns over and over and, more importantly - I now know what works, what doesn't, and WHY.

**Women aren't struggling with weight loss because they lack discipline or willpower. They are struggling because they are using strategies that no longer fit.**

I don't claim to know what it feels like to be in your body as you navigate through the different stages of life.

But what I DO know (and will share in this guide) is - the science, the strategies, and the blueprint that actually works for your body, your life, and your goals - **whether you are in your 30s, 40s, 50s, or beyond.**

Secondly, let's quickly talk about these 'women after 35', 'women over 35', or 'women 35+' labels.

To be clear, in the context of this guide (and my coaching generally), I use these terms to signal life stage more than 'age'. It's more of a category than a label.

Some women hear these words or phrases and they start thinking-

*'Oh, so am I getting old and past my prime?' or ...*

*'Oh, I've crossed a line. I'm over 35 now'*

**For some, it can trigger resistance, denial, or defensiveness.**

For others, and I want to be very careful when I say this, it's the perfect 'excuse' to slow down and settle for less than optimal health and wellness - without even trying.

Regardless, it just so happens that as women get older, there are several physiological and lifestyle changes that we have to consider when coaching for weight loss and health generally.

**No matter your age, whether you are in your 30s, 40, 50s, 60s, or older** - my goal with this guide is to provide useful and practical information and - if you take the next steps, maybe even help you reach your **weight loss and health goals**.

**And now, let's get into it.**

## THE TRUTH - WHAT REALLY CHANGED AFTER 35?

Before we talk about what you've been doing wrong, you need to understand how your body has changed (or is changing).

Sometime around your mid thirties (earlier for some, later for others) your body starts going through significant changes that can directly impact weight loss and overall health.

Understanding these changes is the first step to working with your body instead of against it.

### PHYSIOLOGICAL CHANGES

**Your Hormones Shift** - Estrogen and progesterone begin to decline (even before full menopause).

These hormones regulate everything from fat storage to muscle mass to energy levels. When they decline, your body becomes more sensitive to stress, stores fat more easily (especially around the belly), and holds onto weight more stubbornly.

**Your Metabolism Naturally Slows** - not dramatically, but noticeably. Partly due to hormonal changes and muscle loss but also because of reduced physical activity.

**Muscle Loss Accelerates** - after age 30, you naturally lose 3-8% of muscle mass per decade - more if you're not actively working to preserve it. This is called Sarcopenia, and it's one of the biggest reasons weight loss gets harder. Less muscle = slower metabolism = more difficulty losing fat or keeping it off.

**Recovery Takes Longer** - Your body doesn't bounce back from stress (physical or emotional) as quickly as it used to. This means extreme diets, excessive exercise, poor sleep (which can impact hunger, cravings, and fat loss), and chronic stress take a bigger toll now. These factors can directly sabotage weight loss, even if your diet and exercise is 'perfect' on paper.

It's not just the body that changes though - your lifestyle, the demands from your work and family, and other things also quietly shift. You may have less time and energy but, at the same time, have more responsibilities and mental load.

### BUT IT'S NOT THE SAME FOR EVERYONE

## YOUR 30s (35-45): THE TRANSITION BEGINS

**What's Happening in Your Body:** Perimenopause may begin for some women as early as their mid-30s, bringing subtle hormonal shifts. Your metabolism is starting to slow, but it's still relatively responsive to the right approach. You may have lower energy and recovery, especially if you're stressed or sleep-deprived.

**What's Happening in Your Life:** This is often the busiest decade. You're maybe juggling young kids, building your career, managing a household, and trying to keep it all together. Self-care often falls to the bottom of the priority list.

**The Challenge and Opportunity:** You're still doing what worked in your 20s, but it's starting to feel harder. The weight creeps on slowly - 1kg here, 2kg there. You might not notice dramatic changes yet, but things feel... off. BUT - your body is STILL highly responsive to the right approach. Small, strategic changes create big results. This is actually the BEST time to build sustainable habits because your body will reward you quickly. What you do now sets you up for the next decades.

## YOUR 40s (45-55): THE FULL TRANSITION

**What's Happening in Your Body:** Perimenopause or menopause is likely in full swing. Estrogen and progesterone decline significantly, which means hot flashes, night sweats, and sleep disruption become common. Your metabolism is noticeably slower, belly fat becomes stubborn, and muscle loss accelerates if you're not actively working to preserve it. Energy fluctuates wildly - some days you feel great, other days you're exhausted for no reason.

**What's Happening in Your Life:** Life stress may be at its peak. You might be dealing with teenagers, aging parents (the "sandwich generation"), career demands, or relationship changes. There's simply less bandwidth for complicated health routines.

**The Challenge and Opportunity:** What worked in your 30s suddenly stops working. The weight won't budge despite serious effort. You feel like your body has betrayed you. Frustration and self-doubt are high. BUT - with the RIGHT approach - strength training, adequate nutrition, and stress management - you can absolutely transform your body. Many of my most successful clients are in this decade.

## YOUR 50s & BEYOND (55+): THE EMPOWERED STAGE

**What's Happening in Your Body:** You're likely post-menopausal, which means your hormones have stabilized at lower levels. Your metabolism is slower but STABLE (no more wild fluctuations). Muscle preservation becomes absolutely critical for longevity, mobility, and quality of life. Bone density is also a priority. The good news? Once hormones stabilize, many women actually report their energy IMPROVES.

**What's Happening in Your Life:** Life may actually simplify in some ways. Kids are grown, career pressures may ease, and you finally have more TIME for yourself. You also have wisdom, self-awareness, time, and clarity about what truly matters. Time to prioritize yourself and THRIVE.

**The Challenge and Opportunity:** You've been told "it's too late" or "this is just aging." You might feel invisible or resigned. Past diet attempts may have damaged your trust in your own body. There's also fear: "If I don't fix this now, will I ever?"

BUT - it is NOT too late. Not even close.

In fact, many women in their 50s, 60s, and beyond experience their healthiest, strongest years when they finally find the right approach.

Age is not the barrier - the wrong approach is.

**The Bottom Line:** no matter which decade you're in, the core principles are the same. But HOW you apply them matters. The problem isn't age. The problem is using old rules for a new season of life.

Your body needs an approach designed specifically for THIS stage of life - not for a 25-year-old, not for a man, and not the same generic "one size fits all" plan.

**That's exactly what the next section will give you.**

## THE REAL PROBLEM (AND IT'S NOT YOU)

Most women believe they're stuck because:

- They aren't disciplined enough
- They keep 'falling off'
- They just need to try harder

**But in reality, the issue is a strategy mismatch.**

Most weight loss advice is designed for:

- Men
- 'Younger' women
- Short-term results, not long-term sustainability

When that advice is applied to women over 35, it often leads to

- Burnout
- Plateaus
- Guilt
- And repeated restarts

Now that you understand the changes with your body and lifestyle, let's look at the **5 most common mistakes that are keeping you stuck.**

These mistakes aren't about laziness or lack of commitment.

They're logical responses to outdated advice.

The good news is that - once you recognize them, you can stop making them immediately.

A woman with dark hair pulled back, wearing a bright pink short-sleeved t-shirt and a black and white striped skirt, is measuring her waist with a white tape measure. She is looking down at the tape measure with a focused expression. The background is a simple, light-colored wall.

**THE TOP 5 WEIGHT LOSS MISTAKES  
KEEPING *WOMEN OVER 35 'STUCK'***

## MISTAKE #1: THE WRONG NUTRITION APPROACH

**What It Is:** Eating too little, missing key nutrients (protein, fiber, healthy fats), or constantly dieting 'on and off'.

Protein is important for muscle preservation, metabolism, and weight loss. Unfortunately many women don't eat enough of it.

**Why It's So Common:** Every diet you've ever tried has preached "eat less, move more." It's been drilled into your head. So naturally, when you want to lose weight, you cut calories hard.



**You think: more restriction = faster results.**

**Why It Doesn't Work:** Your body interprets severe calorie restriction as a threat – especially after 35, when your metabolism is already more sensitive to deficits. Here's what actually happens:

- Your metabolism SLOWS down to conserve energy
- Your body burns MUSCLE for fuel (not fat), especially in the absence of sufficient protein – making your metabolism even slower
- You feel exhausted, irritable, and constantly hungry
- Your hormones get disrupted (cortisol rises, thyroid function can slow)
- When you finally start eating 'normally' again, you gain the weight back – often MORE than you lost
- You are constantly bloated and your digestion is slow because of poor gut health thanks to inadequate fiber intake.

**What It Costs You:** Your energy. Your muscle mass. Your metabolism. And worst of all – your trust in your own body. Every time you drastically restrict and then regain, you make it HARDER for your body to lose weight in subsequent attempts.

**The Harsh Reality:** The majority of women in their 30s, 40s, and 50s are either chronically under-eating (in an attempt to lose weight) or not getting enough protein and fiber. And it's one of the reasons they're stuck.

## MISTAKE #2: THE WRONG EXERCISE APPROACH

**What It Is:** relying heavily on cardio, avoiding strength training, pushing intensity (without proper recovery), or just not getting enough physical activity generally.

You were also told to "move more" for weight loss. So you do MORE – more spin classes, more running, longer sessions on the treadmill. **You think: more cardio = more calories burned = faster results.**

**Why It's So Common:** Cardio has been positioned as the weight loss solution for decades. Plus, it FEELS productive. You're sweating, your heart is racing, you're burning calories. It has to work – right?.

**Why It Doesn't Work After 35:** Excessive cardio – without proper recovery and adequate strength training can lead to:

- **Elevated cortisol** (your stress hormone) and increased Inflammation – all of which can promote fat storage and muscle tissue break down
- **Muscle loss** – after 35 you're already losing muscle naturally. Excess cardio, not done right, can accelerate that loss.
- **It increases inflammation** in your body, especially if you're already stressed or under-recovered
- **More hunger** – for some people, often leading you to eat back all the calories you burned (or more) in the session.



**Here's the problem:** After 35, your body NEEDS muscle to maintain a healthy metabolism. When you do endless cardio without strength training, you're literally burning away the very thing that helps you lose fat.

**What It Costs You:** Time (hours on the treadmill with minimal results). Energy (you're exhausted but not seeing change). And most importantly – muscle mass, which makes future weight loss even harder.

**The Truth:** Cardio isn't evil. But it should NOT be your primary focus. For the best results prioritize strength training.

### **MISTAKE #3: IGNORING SLEEP & STRESS (The Hidden Saboteurs)**

**What It Is:** treating sleep and stress management as optional instead of foundational

You prioritize everything else - work, family, obligations - and sacrifice sleep and stress management because "there's no time." You survive on 5-6 hours of sleep, you're constantly stressed, and you think, "I'll deal with that later. Right now I need to focus on diet and exercise."

**Why It's So Common:** Sleep and stress feel like luxuries, not necessities. Plus, you're BUSY. There's always something more urgent than rest. And honestly, most women don't realize just how much these factors impact weight loss.

**Why It Doesn't Work After 35:** After 35, your body becomes LESS resilient to stress and sleep deprivation. What you could tolerate in your 20s now directly sabotages your results.

Here's what happens when you ignore sleep and stress -

#### **Poor Sleep**

- Disrupts hunger hormones (ghrelin and leptin), making you hungrier and less satisfied
- Increases cravings for sugar, carbs, and high-calorie foods
- Slows your metabolism
- Promotes belly fat storage
- Makes it nearly impossible to build muscle or recover from workouts

#### **Chronic Stress**

- Keeps cortisol elevated, which promotes fat storage (especially around your midsection)
- Makes it harder for your body to break down fat
- Increases emotional eating and binge eating
- Disrupts your hormones further (estrogen, progesterone, thyroid)

A lot of peri- and postmenopausal women struggle with sleep problems - and this directly impacts their ability to lose weight.

***And then excess stress can make you feel overwhelmed, defeated, and more likely to quit.***

**What It Costs You:** Results. Period. You can have perfect nutrition and exercise, but if you're not getting adequate sleep and managing stress, your body CANNOT lose weight effectively. **These aren't "nice to haves" - they're non-negotiables.**

## **MISTAKE #4: UNREALISTIC EXPECTATIONS and THE ALL-OR-NOTHING TRAP**

**What It Is:** this is not only having or setting unrealistic expectations or goals - it's also creating unrealistic plans to reach those goals.

**You want results NOW.** Diet culture has promised you "lose 10 kg in 2 weeks!" So you expect rapid transformation. When it doesn't happen fast enough, you get discouraged and quit. You think: "***If I'm not seeing dramatic results immediately, what's the point?***"

**Why It's So Common:** We live in an instant-gratification world. Plus, every diet ad, transformation post, and weight loss program promises FAST results. You've been conditioned to believe that if you're not losing a certain amount of weight per week, then you're failing.

**Why It Doesn't Work:** Your body loses weight more gradually now - not because you're doing something wrong, but because SUSTAINABLE fat loss (not just water weight and muscle) takes time. This is actually a GOOD thing, because rapid weight loss (not done the right way) after 35 almost always leads to:

- Muscle loss (devastating for your metabolism)
- Hormonal disruption
- Extreme hunger and rebound weight gain
- Metabolic damage that makes future weight loss harder
- Reduced bone density (weaker, more brittle bones)

**What It Costs You:** Long-term success. Unrealistic expectations are what keeps you stuck in the yo-yo diet cycle. You go hard for 2 weeks, don't see dramatic results, get discouraged, and quit. Then you start over again. And again. And again.

But it's not just unrealistic expectations that holds you back, an even bigger roadblock is the **ALL-or-NOTHING mindset**.

This is when you believe (and decide) that if you can't (or are unable) to do the perfect, ideal, preferred, or optimal 'thing' then there's no point doing anything at all.

This mindset creates stop-start cycles, guilt, and the feeling of 'starting over' again and again.

## **MISTAKE #5: NO REAL STRUCTURE, SYSTEM, or ACCOUNTABILITY**

**What It Is:** relying on motivation and information alone – instead of systems that include the right kind of structure, flexible routines, and accountability.

You try another diet, another workout plan, another attempt – by yourself. No support, no accountability, no guidance.

**Why It Doesn't Work:** The research is CLEAR: people who don't have support, accountability, and community are more likely to quit their weight loss program. Here's why:

**You Need Accountability:** Studies show that people who track their food and have regular check-ins lose nearly 50% more weight than those who don't. It's not about being policed – it's about having someone to answer to when motivation fades (because it WILL fade).



**You Need Expert Guidance:** After 35, generic advice doesn't work. You need someone who understands YOUR body, YOUR stage of life, YOUR challenges. Working with a coach or expert leads to significantly better results than trying to figure it out alone.

**You Need Community:** When you're surrounded by other women on the same journey, you feel LESS alone. You get encouragement on hard days. You celebrate wins together. You learn from each other's experiences. This isn't just "nice" – it's a predictor of success.

**What It Costs You:** Time (years spent spinning your wheels). Money (wasted on programs that don't work). And most painfully – hope. Every time you try and fail alone, you lose a little more confidence in yourself.

**The Truth:** You can absolutely do it on your own. But it's unnecessary and you'll have better and longer lasting results with the right kind of support. Because without support, structure, and accountability, even the best intentions will fall apart when life happens or things get busy.

## **BONUS – MISTAKE #X: Looking for ‘Shortcuts’ & ‘Quick Fixes’**

When weight loss feels frustrating or stalled, many women (and men) eventually try (or consider using) something that promises faster and ‘easier’ results – like:

- Weight loss pills, teas, supplements, or ‘fat burners’
- Supplements claiming hormonal or metabolic fixes
- Weight loss medications or injections (Ozempic, Wegovy, Mounjaro, etc)
- Cosmetic or medical weight loss procedures

These options often promise progress with ‘less’ effort – and sometimes, they do lead to short-term weight loss.

**The issue isn’t using these solutions, it’s using them as a replacement for a sustainable system** – because the majority of them don’t teach you:

- How to develop healthy eating habits for weight maintenance
- How to move your body to support fat loss and muscle
- How to manage stress, sleep, and recovery
- How to keep results once the pill or ‘treatment’ ends

So when the pill runs out or the injections stop, the weight often returns. Not because you failed – **but because the foundation was never built.**

Over time, relying on external fixes can lead to:

- Dependency instead of confidence
- Confusion about what actually works
- Fear of stopping the “solution”
- Repeated cycles of hope and disappointment
- Lower self efficacy and trust in your body – and in yourself.



**Let me be clear.** I would never judge you for trying or thinking about trying these solutions. In some cases they may even be the ‘best’ option. **Heck, you have my ‘blessing’ (not that you need it) to try them.**

My only ask is that you do your due diligence and then make sure to do the other things that will support the weight loss, and more importantly, help you keep it off long term. **Because the real goal isn’t just quick weight loss – it’s keeping it off for good.**

EAT  
HEALTHY

GO  
OUTDOOR

WORRY  
LESS

THINK  
POSITIVELY

EXERCISE

SLEEP  
WELL

## THE 3-STEP SOLUTION

Now that you know the **Top 5 Weight Loss Mistakes** most women over 35 (and maybe even you) are making, the next logical question is – **‘what’s the SOLUTION?’**

### THE SOLUTION

Well, in addition to avoiding these 5 mistakes, the right solution must:

- Help you learn the right information and adopt the right mindsets and beliefs.
- Fit your life (and lifestyle) – while minimizing friction and resistance
- Consider and support your body and physiology
- Be structured but flexible enough to evolve and change with you – and for you
- Include a tailored nutrition & exercise approach, habit modification, and skill development.
- Rely on systems, structure, and accountability (not on motivation, perfection, or extremes) – for consistency and long term sustainability.

It comes down to 3 core principles –

1. **FUEL Your Body the right way**
2. **MOVE Strategically**
3. **SUPPORT Your Lifestyle**



These 3 steps address every single mistake we just talked about.

They're designed specifically for women 35+.

And they WORK – not because they're extreme or complicated, but because they're sustainable.

Let me walk you through each one...

## STEP 1: FUEL YOUR BODY (The Right Way)

**The Core Principle:** Eat ENOUGH of the RIGHT foods to support your health, metabolism, energy, and muscle mass.

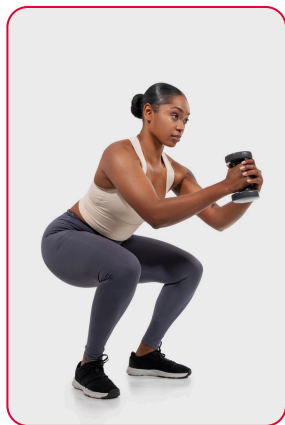
**Prioritize Protein** – aim for 1.6 to 2.7g per kg (0.7 – 1.2g per pound) of body weight.

**Eat Enough Calories** – stop severe restriction. Your body needs adequate fuel to keep your metabolism running, support fat loss, and preserve muscle.

**Focus on Whole Foods** – 80-90% whole foods (more nutritious, less calorie dense) and 10-20% of the foods you love but may not necessarily be ‘healthy’ or weight-loss friendly.

**Balance your Macros** – don’t eliminate food groups. Your body needs protein, healthy fats, fiber, AND carbs to function optimally. Balance is key.

**Supplements, Multivitamins, & Medication** – Calcium, Magnesium, Vit. D, Protein Powder, Multivitamins, Fish Oil, Creatine, HRT/MRT, etc. Speak with your Doctor about these.



## STEP 2: MOVE STRATEGICALLY

**The Core Principle:** Build and preserve muscle through strength training + movement.

**Strength Training** – this is non-negotiable. Aim for 2-4 strength training sessions per week and don’t be afraid to lift ‘heavy’ once you master the movements.

**Walk Daily** – aim for 7000 to 10,000 steps on all or most days of the week. For now, just do at least 1000 steps more than what you are currently doing.

**Sprint Interval Training:** this is where you alternate between 20-30 seconds of max effort/intensity and 2-3 mins of complete recovery. Exercise selection is important here.

### STEP 3: SUPPORT YOUR LIFESTYLE

**The Core Principle:** Prioritize sleep, manage stress, stay consistent, and get support. These aren't "bonus" strategies - they're ESSENTIAL.

**Sleep** - this is also non-negotiable. Poor sleep disrupts hunger hormones, increases cravings, slows your metabolism, and directly sabotages weight loss. Aim for 7-8hrs of sleep per night.



#### Learn to minimize and manage stress.

Strive for consistency and progress (no matter how small), over perfection.

Set and create realistic goals and plans.

Build and use systems and routines that are structured - but flexible.

**Get support & accountability** - from tools, partners, a group, a coach - or preferably - all of them.



### REAL TALK

If you've made it this far into this guide then you've proven that you are at least interested in real and lasting change. That's progress - in my books.

But, let's be honest, you probably already knew at least 1 (if not all) of the mistakes we discussed earlier.

In fact, if we are being real - with some time and effort - there's nothing I've shared in this guide so far that you couldn't have found on your own. Between youtube, google, and now AI - you have access to the bulk of information you'll ever need.

But that's the tricky thing about weight loss - and really any worthwhile endeavour.

It's not so much about what you know or the information you have - it's more about what you do (or don't do) and the actions you take - consistently.

### **For instance ...**

I mean no shade if you find yourself on any of the following soon-to-be-broken tables. I am sitting on several myself.

There are people who have exercise equipment (or even fully stacked gyms) at home but only use them a couple of times a year. In the same way, there are people who have gym memberships they hardly use.

There are people who either created or paid for meal plans they never really followed or they abandoned after a couple of days/weeks - only to start another one months later.

There are people who have all the apps and gadgets but they don't do much with them.

There are people who have phd level information on all things weight loss but they are **still struggling to lose the weight and keep it off**.

Unfortunately, there is a massive information-action gap that robs most of us of real progress.

Yes, the right information is important. And so is access to useful tools and resources.

But, after almost 20 years of coaching, I've learnt that both of these things, by themselves, are not enough.

**So my question to you is - *what will you do with the information you've gotten in this guide?***

The way I see it you have 2 options:

**OPTION 1 - YOU DO NOTHING** - you learnt a couple of things, got some clarity, and maybe you are even a little inspired and motivated. But that's where it stops. You don't take any real action towards your health and weight loss goals - and you stay STUCK. You do - NOTHING.

**OPTION 2 - YOU MAKE THE COMMITMENT** and start to make changes. You take imperfect action day after day, week after week - and then when you look back 6 months from now - you would have made the kind of progress that you can be truly proud of. More importantly, you would have become the kind of person that can maintain your results and keep moving forward, no matter what life throws at you.

**As your Coach - that's right, I have made myself your coach by force 😊  
- I encourage you to go for option 2.**

**So - if you are team 'committed', then let's talk about your next steps.**

## NEXT STEPS - 'YOUR INVITATION'

If you are on this page then you are ready to make the commitment to your body and health.

And I applaud you for that.

For your next steps - you don't need more information, you don't need more tools, you don't need more time, you don't need more money, you don't need a better schedule, you don't need a different circumstance, job, or partner, and you definitely don't need motivation.



If you are ready for real change and progress what you need is:

A clear, step-by-step action plan (not just principles, but daily actions)

Accountability and support with a group of women, just like you, who are striving for the same general goals.

Expert guidance with someone who can troubleshoot, adjust, and personalize the approach.

That's exactly why I created my **FREE 7-DAY JUMPSTART** program.



### What is THE 7-DAY JUMPSTART PROGRAM?

It's a FREE 7-Day program designed specifically for women 35+ who are ready to STOP spinning their wheels and START seeing real, sustainable results.

This isn't another "lose 10 kg in 7 days" gimmick. This is about implementing the exact strategies that have worked for 100s of women - with support, structure, and accountability.

## Here's What You'll Get:

**Daily Action Steps** - Clarity reduces resistance. You'll get simple, clear tasks that take 20-30 minutes (because you're busy and don't have hours to spare)



**Meal Ideas & Recipes** - No extreme dieting, unnecessary restrictions, or complicated meal prep. Just simple weight loss and health-friendly meals (and recipes) that work for real life. Including a variety of easy to find foods and ingredients. And yes, including 'Nigerian' foods.



**Strength Training Guidance** - simple, short, and effective workouts (gym and home versions) designed specifically for women 35+ - at different fitness levels - from the beginner to the advanced. No fancy equipment necessary. Learn proper form and build confidence.



**Community Support** - Join a group of women on the same journey. Share wins, ask questions, get encouragement on hard days.



**Daily Check-Ins & Accountability** - Stay on track with daily prompts and support from me, the coaching team, and a community of women just like you.



**Sleep & Stress Management Tools** - Practical strategies to improve your sleep and reduce stress (because these matter just as much as diet and exercise).

**1-on-1 Coaching Session** - Get answers to YOUR specific questions and challenges. This isn't one-size-fits-all.



## Who This Is For?

### This challenge is for you if:

- You're 35+ and you want to take back control of your health and body.
- You're tired of restrictive diets and yo-yo weight loss
- You're ready to build muscle, lose fat, and feel STRONG
- You want support and accountability
- You're willing to be CONSISTENT for 7 days (not perfect, just consistent)

### This challenge is NOT for you if:

- You're looking for a quick fix or magic pill
- You're not willing to strength train or prioritize your nutrition
- You want to lose 10kg in 7 days (unrealistic and unhealthy)
- You just want access and information without doing the 'work'.
- You are not willing or ready to be coached or held 'accountable'.

[\*\*CLICK HERE TO JOIN THE FREE 7-DAY JUMPSTART\*\*](#)

It's time to stop spinning the wheels.

It's time to stop waiting for this and waiting for that.

Because, the hard truth is that - **your body and your health doesn't care.**

Your body doesn't care that you are not motivated, not ready, or you don't 'feel like it'.

Your body doesn't care that you have all the right information.

Your body doesn't care about your schedule, your location, your status, or your experience.

In fact, your body doesn't even care about your goals, your plans, or your previous failed attempts - no matter how well intentioned they were.

Your body (and health) only cares about (and responds to - negatively or positively) the things you consistently do or don't do.

It's time to get the coaching, guidance, and support you need to finally GET RID of the excess weight and take back control of your health.



[\*\*CLICK HERE TO JOIN THE FREE 7-DAY JUMPSTART \(N45,000 value\)\*\*](#)

## One last thing ...

I have tried and failed at many things. Too many to count.

I know you probably have too.

You've likely tried a few weight loss approaches that didn't work.

Maybe you even got burned or felt like you wasted money on things that didn't deliver.

I truly do understand.

So, before we wrap this up, let me share something that took me far too long to learn.

When we make mistakes – or experience failures – we don't have to let them keep us from trying again. Even when those mistakes or failures weren't our fault.

Yes, they may have set us back or even hurt us.

And yes – weeks, months, or even years later – it's normal to feel skeptical. It's okay to have doubts. And it's okay to be cautious.

### **But it is not okay to not try again.**

Take the lessons, make the changes, and push forward. **Try AGAIN.**

### **So here's my promise to you (and I don't say this lightly):**

If you show up consistently for 7 days – fuel your body the right way, move strategically, use support, and be accountable – you will make PROGRESS, but more importantly – you'll have the clarity, momentum, and confidence to help you stay consistent long term.

7 days ... and you'll prove to yourself that **YOU CAN DO THIS.**

That's all I'm asking: Give yourself 7 days. Show up. Do the work.

See what happens. **You deserve this.**

**[CLICK HERE TO JOIN THE FREE 7-DAY JUMPSTART](#)**

I can't wait to see you inside the program and support you on this journey.



Coach Nana

# CLIENT RESULTS

