



The **Postpartum Paradigm Shift**

Why You Were Never Meant to “Bounce Back” —
and How to Begin Becoming Her

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The image features a close-up, soft-focus background of pink rose petals. A dark green, semi-transparent rectangular box is centered over the image, containing the text "THE SHIFT NO ONE TALKS ABOUT" in a white, serif font. The text is arranged in three lines: "THE SHIFT NO", "ONE TALKS", and "ABOUT".

THE SHIFT NO
ONE TALKS
ABOUT

INTRODUCTION

Motherhood doesn't happen in a moment — it unfolds, quietly reshaping you in ways no one warned you about.

You may find yourself longing for the body you once knew, chasing routines you can't seem to keep, or wondering if you'll ever feel like “yourself” again. If you've been feeling tired, stretched thin, or a little lost in this phase, you're not alone.

Matrescence — the physical, emotional, and identity shift that happens when a woman becomes a mother.

Like adolescence, it's a profound transformation — but one that's rarely named, let alone supported.

Motherhood changes everything — your body, your energy, your identity — and the world still expects you to “bounce back” as if nothing has shifted.

But the truth is... you were never meant to go back. You were meant to become.

This guide isn't here to fix you. You're not broken. Instead, it's here to help you remember the version of you who can feel at home in her body, present in her life, and at peace in her own skin. You don't need hours. You don't need perfection. You just need five minutes, to breathe, to move, to listen. Let's begin.

At the heart of all I coach, is the Wabi Sabi Sage philosophy—anchored in three sacred truths:

✨ Nothing lasts.

✨ Nothing is perfect.

✨ Nothing is finished.

These truths remind us that healing isn't linear, motherhood isn't meant to be mastered—and your power is in presence, not perfection.

We teach mothers to reconnect with their bodies and energy through the WABI SABI S.A.G.E. method:

S — Simplify: Rituals, food, movement, and expectations stripped down to what actually nourishes you.

A — Affirm: Speak truth and compassion over yourself. This work is sacred and deserving.

G — Gratitude: Celebrate the scars, the slowness, and every step of your becoming.

E — Elevate: Rise with integrity. Emerge with softness. Grow into the woman you already are.

“You are a wondrous force of nature—your scars, your flaws, and the lessons learned from them make you so.”

XOXOXO
Hay





3 PARADIGM SHIFTS FOR POSTPARTUM WELLNESS

What No One Told You —
And What Changes
Everything

1st PARADIGM SHIFT

1. You Were Never Meant to “Bounce Back”

The reality of motherhood is not aligned with what the world expects of modern moms. This causes so much conflict in our worlds - until we change our mindsets, our perspectives to one rooted in truth.

The postpartum “bounce back” myth - is just that: a myth. It tells you to erase what you’ve been through — as if the last nine months (or more) were an interruption, not a transformation.

Your body hasn’t failed you. It’s been carrying, growing, birthing, and **sustaining** life. Your spirit has guided and welcomed a new soul earth-side. Your minds processing has expanded tremendously now caring for another little one. That is no easy feat; it is one to be revered.

Truth: Nothing is finished. You are still becoming.

2ND PARADIGM SHIFT

2. Healing Isn't Linear — It's Layered

As beautiful as motherhood is, it is very, very, very messy. I don't just mean the toddlers toy box exploded while they ate popcorn in your bed, with baby spit up on your shirt, unwashed hair and someone's lost the remote.

I mean messy like yesterday was productive and smooth, but today's exhaustion forces you to realize you **must** set some boundaries and you don't even know how to do so.

Like you didn't know you could be so triggered -by old wounds you weren't previously aware of- and still be so full of love and gratitude at the same time.

Some days you'll feel strong and capable. Other days you may feel fragile or raw.

That's not failure — it's the natural rhythm of recovery, identity shifts, hormones, and the deep work of becoming a mother.

Truth: Nothing is perfect. Healing includes the mess.

3RD PARADIGM SHIFT

3. You Can Trust Your Body Again

Reconnection isn't about pushing harder — it's about listening deeper.

Your body is intelligent. Birth is ultimate proof.

And your body will tell you what it needs if you give it the space, nourishment, and gentle movement it can receive.

The task at hand is to listen better. When overstimulation is an often occurrence, it can easily become habit to “check out”. What we really need is to “*check in*”. We can do this through a brief but intentional body scan. Each moment is an opportunity to bring our presence to the present. Each opportunity you take to listen and to learn, is an important moment that rebuilds trust with yourself.

Truth: Nothing lasts. Each moment is an invitation to begin again.

A close-up photograph of pink rose petals, filling the entire frame. The petals are layered and have a soft, velvety texture. A dark grey rectangular box is centered over the image, containing white text.

STRESS RESILIENCY TOOLKIT

Proven methods to let go
of stress and create inner
calm.

STRESS RESILENCY TOOLKIT

Motherhood isn't meant to be lived in survival mode. But when stress stacks up—sleepless nights, emotional waves, endless demands—your nervous system can get stuck in “fight or flight.” That's when patience runs thin, the body aches, and everything feels heavier than it should.

The good news? You can help your body shift back into calm. Even tiny actions can remind your nervous system that you're safe, supported, and capable. And the more often you practice, the more resilient you'll feel when challenges come.

I am a firm believer that knowledge is power. & when you know better, you are equipped to do better.

These tools aren't about perfection or doing more. They're about weaving small moments of reset into your day. A deep breath before walking into the chaos. A five-minute stretch while the baby plays on the floor. Whispering an affirmation instead of letting your inner critic take over.

Each practice is a gentle way of saying: *“I choose presence, I choose grace, I choose me.”*

And when you string them together—like in the 5-Minute Reset Ritual at the end—you're not just coping. You're rebuilding your capacity for calm, clarity, and connection.

STRESS RESILIENCY TOOLKIT

Remember: This guide isn't here to add more to your plate. It's here to help you create space on the plate that's already full.

We'll cover the basics of the nervous system and mention several tools to weave nervous system regulation into your daily rituals.

Within each reset tool you notice **“Doable Mommy Moments”** - ways to easily avoid any overwhelm and fit more of these moments seamlessly in to your day.

Before beginning, I always like to remind my clients of the importance of Tool #1: Mindfulness. We take care to build awareness of the present-moment; noticing how we feel physically and emotionally without judgement.

In likeness, it is also important to be mindful of how we *wish* to feel. The clarity of your purpose, exposes the foundation of the inner heart.

Subtle reminders of your goals -

for example: *“to be a calm, flexible, and safe person for your kids - and yourself!”*

-leads to an opportunistic mindset that can find moments to practice your regulation skills.

Practice makes Progress.

So as you consistently exercise that mindset and build your skillset, you **Become Her**: the calm flexible, safe mama.

NERVOUS SYSTEM BASICS

How it works

Your nervous system is what helps you move from the jagged edges of stress back into a sense of safety — something every mother deserves. It influences everything from your hormones, immune system, digestion, mood, sleep, and *much* more. That's why many are turning to nervous system regulation to improve their health and happiness.

And this guide will help you do just that! But before we dive in, let's cover some basics...

What is the Autonomic Nervous System?

The autonomic nervous system (ANS) is part of your nervous system that controls involuntary processes like breathing, heart rate, and digestion.

There are two divisions of the autonomic nervous system:

- **The sympathetic nervous system:** Also known as the 'fight or flight' response, this division mobilizes your body's resources to respond to stressors. Basically, this system acts as your gas pedal.
- **The parasympathetic nervous system:** Nicknamed 'rest and digest' mode, this division promotes relaxation and helps you maintain a sense of calm. This system serves as your brake pedal.

Both systems are important. The sympathetic nervous system helps you spring into action when you encounter stress -- and the parasympathetic nervous system helps you recover and recharge. Think of the difference from rushing to get everyone out the door (sympathetic) vs. finally exhaling when the baby naps (parasympathetic).

What is Nervous System Dysregulation?

Nervous system dysregulation is when these systems get out of balance. This can happen due to stress, trauma, overwork, poor sleep, or toxin exposure.

If the sympathetic nervous system becomes dominant, stress hormones shoot up. This can lead to anxiety and agitation.

On the flip side, if the parasympathetic nervous system becomes overly active, you may feel lethargic and apathetic.

Signs of a Dysregulated Nervous System

- Snapping at your kids or partner more quickly than you'd like
- Feeling wired but exhausted
- Struggling to fall asleep even when you're bone-tired
- Brain fog and forgetting simple things
- Digestive changes
- Appetite swings postpartum

NERVOUS SYSTEM REGULATION

What is it?

A healthy nervous system is flexible. Meaning, it shifts from survival mode (sympathetic activation) back to safety (parasympathetic activation) with relative ease.

The trouble is, between bills, traffic, and overpacked schedules, modern life throws stressors at us every day. Now we have a new baby in the mix, feeding schedules, counting diapers, **sleep disruption**. On top of that, thanks to our fast-paced lives, most of us don't carve out enough time to rest and recharge.

No wonder nervous system dysregulation has become the norm! Luckily, there are many simple things you can do to restore balance to your nervous system.

What is Nervous System Regulation?

Simply put, **nervous system regulation is the ability to calm your nervous system.** There are TONS of tools to do this (many of which we'll share in this guide). Each one sends a safety signal to your brain to bring your nervous system back into balance.

(You'll try out 3 of these tools in the 7 -Minute Ritual found at the end of the guide!)

What is the Vagus Nerve?

The vagus nerve is bundle of nerves that connects your brain, heart, and gut. It plays a crucial role in the parasympathetic nervous system and **helps you feel calm and safe.**

When the vagus nerve is stimulated, your heart rate and breathing slow down, and your body and mind relax. That's why many nervous system tools target the vagus nerve. More on this later...

Signs of a Regulated Nervous System

- Calmer in your own skin
- More patient in the messy moments
- Able to rest and recover more deeply
- Energized enough to move, play, or connect
- Present—able to enjoy the small things again

TOOL #1: MINDFULNESS

Awareness is the first step to changing anything, *including* your nervous system. Your thoughts, emotions, physical sensations, and responses to external stimuli can all trigger stress.

The more you stay in the present moment, the more you notice the subtle signs of stress. And the earlier you catch it, the easier it is to come back into balance.

But *how* do you build present-moment awareness? **Mindfulness.**

Practicing mindfulness helps you become aware of your thoughts, emotions, sensations, and surroundings in the present moment, without judgment.



That way, you can build awareness of the current state of your nervous system and know when to use your tools.

Doable Mommy Moment:

Noticing your baby's breathing while you rock them.

Ways to Practice Mindfulness

- **Observe your thoughts.** Take note anytime you're ruminating about the past or worrying about the future. Notice your thoughts without judgment and gently bring yourself back to the present moment.
- **Engage your 5 senses.** When you're going about your day, tune into what you see, hear, feel, smell, and taste in each moment.
- **Mindful eating.** Eat meals free of distractions. Put all your attention on your food, appreciating the subtle nuances of flavors.
- **Try single tasking.** Motherhood can make you a master multitasker! Resist the urge sometimes and do one task at a time, whether that's driving, doing the dishes, or sipping a cup of coffee.

TOOL #2: BREATHWORK

As mentioned before, your nervous system controls your breathing. When stressed, your breathing becomes shallow and fast. But when relaxed, breathing is slow and deep.

The good news is, you can consciously change your breath to influence your nervous system. **Taking slow, deep breaths calms your nervous system and sends signals to your brain that you're safe.**

The following are a few breathwork techniques that can help regulate your nervous system. Play around with them anytime you feel anxious, worried, or restless.

Deep Breathing Exercises

BOX BREATHING

Inhale slowly through your nose for 4 counts and hold your breath in for 4 counts. Then exhale slowly through your nose for 4 counts and hold your breath out for 4 counts. Repeat for 10 or more rounds.

PHYSIOLOGICAL SIGH

Popularized by neuroscientist Dr. Andrew Huberman and also known as cyclic breathing. Take two deep inhales through your nose, followed by one long slow exhale through the mouth.

ALTERNATE NOSTRIL BREATHING

As the name suggests, this yoga technique involves breathing through one nostril at a time. It's said to balance the right and left hemispheres of the brain.

BELLY BREATHING

Also known as diaphragmatic breathing, this breath pattern stimulates the vagus nerve to help trigger the relaxation response. Breathe slowly through your nose, letting the air go deep into your belly.

Doable Mommy Moment: One hand on your belly while you feed your newborn, taking slow breaths.

TOOL#3: MOVEMENT

Exercise has endless benefits for your physical and mental health. It **burns off stress, relieves muscle tension, boosts your mood,** and **improves sleep quality** -- *all* of which benefit your nervous system.

Just don't overdo it. Intense exercise without enough recovery time can add more stress into the mix. So if you've been dealing with chronic stress for some time, stick to light to moderate exercise for now.

Here are some of the best exercises to help regulate your nervous system:



Mindful Movement

Yoga, tai chi, and chi gong are all examples of mindful movement that help calm the nervous system. These practices help you slow your breath, tune into your body, and release tension. Try them anytime you need to instill some inner calm.



Light to Moderate Exercise

Walking, dancing, biking, swimming, jogging, or hiking all help you get in your body and let go of stress. Not to mention, they improve circulation and trigger the release of endorphins, your body's natural feel-good chemicals. So the next time you're feeling edgy, go for a walk or put on a playlist and dance it out.

Doable Mommy Moment: Gentle stretching before bed, stroller walks, or dancing in the kitchen with your toddler.”

TOOL #4: NATURE

Nature can be incredibly calming to the nervous system.

In fact, forest bathing (aka spending time immersed in natural settings), is shown to **lower your blood pressure, heart rate, and levels of the stress hormone cortisol.**

Try to squeeze in outdoor time any chance you can. Garden, go for a hike, hit a local park, or simply sip a cup of tea on your back porch and listen to the birds.



Doable Mommy Moment: Stepping outside barefoot while your baby watches the trees sway.

What is Grounding?

Grounding, also known as earthing, is the practice of making direct contact with the Earth. This connects you with the electrical charge of the Earth's surface, which can, in turn, help ground your nervous system.

Grounding has been shown to **reduce inflammation, ease stress, relieve pain, improve sleep,** and much more. Best, of all, it's free and easy to do!

Here are a few ways to practice grounding:

- Walk on the grass barefoot
- Lie on the ground
- Garden
- Take a walk on the beach or play in the sand
- Submerge your body in a natural body of water

TOOL #5: VAGAL TONING

As mentioned before, when the vagus nerve is stimulated, it helps you feel calm and relaxed. The good news is, many simple practices can stimulate the vagus nerve to help build vagal tone:

SINGING, HUMMING & GARGLING

The vagus nerve is connected to your vocal cords. Anytime your vocal cords vibrate, it activates your vagus nerve. So if you needed another excuse for some carpool karaoke, there you have it! If singing isn't your thing, humming and gargling can have the same effect.

LAUGHTER

When you have a good laugh, it activates your diaphragm, which stimulates your vagus nerve. Laughter also reduces anxiety, boosts your mood, and strengthens your immune system. So look for opportunities to laugh whenever you can. Watch funny movies or TV shows, hang out with funny friends, or read funny books.

COLD WATER THERAPY

Exposing your body to cold water stimulates the vagus nerve. And you *don't* have to do a full-on ice bath to see benefits! Here are some simple ways to sneak in cold exposure:

- Splash cold water on your face
- Submerge your face in a bowl of ice water
- Place an ice pack on the back of your neck
- Switch to cold water for the last 30 seconds of your shower



Doable Mommy Moment: Singing lullabies, humming while you cook, or laughing with your kids.

TOOL #6: SOMATICS

When your nervous system is dysregulated, it's easy to get stuck in your head. Somatic practices help pull you back into your body. That way, you can pick up on stress and tension before it gets out of hand. Here are a few somatic tools that may help:

Physical touch

Physical touch eases stress and helps you feel relaxed. Anytime you get skin to skin contact, whether that's through hugging, cuddling, holding hands, or enjoying a massage, it triggers the release of oxytocin, the "love hormone" that promotes feeling of well-being. As an added bonus, when you connect with someone in a regulated state, it helps shift YOU to a more regulated state too, through the power of co-regulation.



Doable Mommy Moment:

Hand on your heart when you feel overwhelmed; a hug that lasts 20 seconds

Emotional Freedom Technique

EFT, also known as "tapping," is a somatic therapy technique that can help release physical and emotional tension. It involves tapping on certain acupoints while focusing on a negative thought or belief that's causing you distress. Research suggests it can reduce stress and anxiety and even helps ease symptoms of PTSD.

TOOL #7: AFFIRMATIONS

Your thoughts matter

When we're stressed, our minds tend to focus on the negative. These negative thoughts can get us stuck in a cycle of worry and rumination that's tough to snap out of.

Enter affirmations. Positive affirmations are statements that help you reprogram your thinking patterns and foster a more positive outlook. When used consistently, they can help you overcome limiting beliefs.

These positive statements help reframe negative thoughts that may be fueling stress and anxiety. Affirmations are shown to ease stress, boost self-esteem, improve mindset, and help you make positive changes. Best of all, they only take a few minutes a day!

AFFIRMATIONS CHALLENGE

Choose 3 affirmations to help you stay motivated and take *aligned action* with your health and wellness goals.

Repeat these affirmations out loud (or write them in your journal) **twice a day**.

First thing in the morning and before bed are great times to do this. Writing your affirmations on sticky notes and attaching them to your bathroom mirror can help you stay on track!

EXAMPLES OF AFFIRMATIONS

- I show my body respect.
- I believe in myself.
- I am grateful for my body.
- I am relaxed and at peace.
- I treat my body like a temple.
- I am in control of my life.
- My body is healthy and strong.
- I am committed to my goals.
- I choose happiness.
- I trust my life.
- I fuel my body with healthy food.
- I find the good in all things.
- I deserve to feel healthy and vibrant.

Use the space below to write down your chosen affirmations:

MY PERSONAL AFFIRMATIONS

1. _____
2. _____
3. _____

TOOL #8: MINDFUL RITUALS

Start & end your day with purpose

Having intentional rituals puts you in the driver's seat of your life. It helps you take back control, instead of letting stress control YOU. So for this tool, you'll create a morning routine and bedtime ritual.

Morning routines remove indecision and inaction and set a positive tone for the day. Bedtime rituals help you let go of the day's stress so you can get a good night's sleep.

But keep in mind, these are NOT meant to be another thing on your to-do list! They're meant to start your day in control of your actions, to help you prepare for the day and get quality sleep.

Your morning routine and bedtime ritual can be very simple and don't need to take a ton of time. Here are a couple of examples to get your creative juices flowing:

Morning Routine

- Drink a glass of warm lemon water, complete one round of breathwork, and do a 3-5 minute stretch.


Bedtime Ritual

- Wash your face with cool water, write down 3 things you're grateful for, and read for 5 minutes.

Now it's *your* turn! Think about how you'd like to start and end your day. Whether it's with, a 5-minute reset, taking the baby for a stroll, meditation, journaling, affirmations, or sipping a coffee or tea on the porch, map it out below:

MORNING
ROUTINE

BEDTIME
RITUAL

A close-up photograph of pink rose petals serves as the background. A dark green rectangular box is centered over the image, containing the text "7 MINUTE RITUAL" in white, uppercase, serif font.

7 MINUTE
RITUAL

YOUR 7 MINUTE RITUAL

Truth: Nothing is finished.
You are still becoming.

Truth: Nothing is perfect.
Healing includes the mess.

Truth: Nothing lasts.
Each moment is an invitation to begin again.

These truths aren't just ideas — they're practices.

The more you feel them in your body, the more they become your default way of living.

Motherhood will never be free of stress or chaos.
But you don't have to live at the jagged edges of survival.
Every small reset is a declaration: I matter too.

And when you steady yourself, you don't just survive motherhood—you soften into it.

That's why the 7-Minute Wabi Sabi Reset is next.
It's your way to begin... again.

Why We Start with Just 7 Minutes

Motherhood asks a lot of you — your body, your mind, your heart.

When stress piles up, your nervous system can shift into constant “go” mode.

You might notice:

- Short, shallow breaths
- Tension in your shoulders or jaw
- Racing thoughts or feeling snappy with those you love

This isn't a flaw — it's your body doing its best to protect you.

The problem? Staying in this state for too long leaves you drained, reactive, and disconnected from yourself.

A 7-minute reset works because it gives your brain and body a chance to stand down.

Just a few slow breaths, a gentle stretch, or a mindful pause sends a powerful signal:

“We're safe. It's okay to soften now.”

Even the smallest actions — when done with intention — can:

- Lower stress hormones
- Improve your mood and focus
- Help you respond instead of react
- Remind you that you get to steer the moment

You don't have to change everything at once.

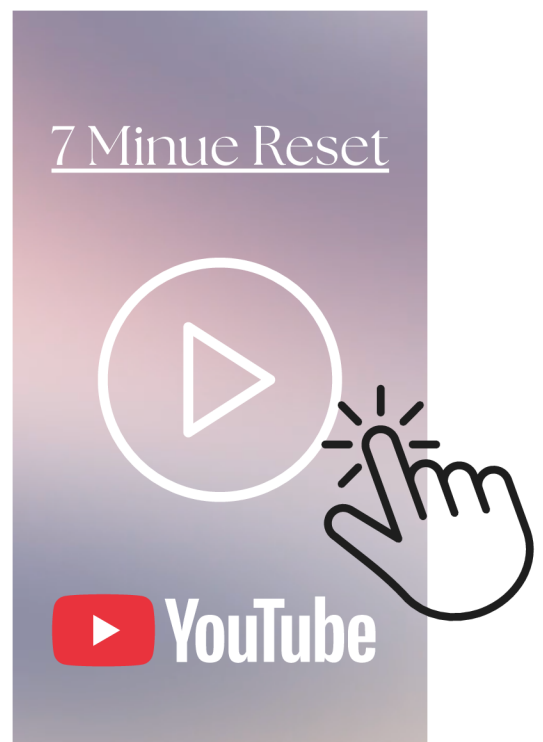
This is about meeting yourself where you are, and taking one small, doable step toward the way you want to feel.

From there, the next step feels easier.

Bonus: The 6 Cs

Within the 7 minute Reset you'll hear the powerful combination of affirmations I call: The 6Cs. Something I came up with in the midst of heightened anxiety that really helped me in both my work and through my postpartum journey into motherhood. It really started to make a difference when I sat with those affirmations and thought about what each one meant, and visualized what it looked like for me.

I am Calm
I am Courageous
I am Confident
because
I am Capable
I am Competent
I am Caring



The image features a close-up, soft-focus background of pink roses. A semi-transparent, dark green rectangular overlay is centered on the page, containing the text "NEXT STEPS" in a white, serif font.

NEXT STEPS

YOUR NEXT STEP: BECOMING HER

From awareness to action.

You've just taken a few minutes for yourself — and that matters.

The calm you felt? The space you created? That's the beginning. Yet, you're not starting over - You're beginning again - from experience.

But knowing what helps and actually doing it consistently are two different things.

I don't want to add to your mental load, I want to help you manage it better! You might be thinking: "This all makes sense, but... how do I actually fit this into my life?" "I need someone to just tell me: do THIS on Monday morning, THIS when the baby naps, THIS before bed." "I'm so tired of figuring everything out alone."

That's exactly why I created two stepping stones for you.



72 Hour Reset Bundle.



Becoming Her:
The Body of Matrescence

YOUR NEXT STEP: BECOMING HER

You felt the shift in five minutes.
Now imagine what happens when you stop starting over.
Reading about regulation is awareness.
Practicing it daily is transformation.
So here's your next move.

THE POSTPARTUM RESET BUNDLE — \$27

If this guide resonated, don't close it and hope you'll
"remember to try".

The 72-Hour Reset Bundle turns everything you just learned
into a simple structured plan with an abundance of
resources.

Inside:

Implement what you just learned with the complete toolkit:

- 72-hour structured reset protocol (no more guessing)
- 3 guided audio practices (morning, bedtime, emergency)
- 12-minute movement video for postpartum bodies
- 30 days of simple meal ideas + shopping lists ✨
- The 6 C's affirmations workbook
- Everything you need to make this a daily practice;
without the overwhelm.

[Click Here](#)

YOUR NEXT STEP: BECOMING HER

If You're Ready for More: **Imagine**

Twelve weeks from now, you've had a full transformation with nervous-system-led practices. You know exactly how to move, eat, and rest for your season of motherhood. Feeling supported by a coach who understands what it's like to rebuild from the inside out.

That's what **Becoming Her: The Body of Matrescence** was made for — a 12-week Wabi Sabi reset that honors your body, energy, and identity.

It's not about "bouncing back." It's about becoming.

If you're reading this thinking, "I'm tired of patching the symptoms. I want to rebuild." Becoming Her is my 12-week matrescence recalibration. Every month, a new cohort begins on the 1st.

You get:

- Short weekly teachings
- Live group coaching
- Embodied movement + nervous system practices
- A private community of mothers doing this together

It's about becoming the woman motherhood is shaping you into.

The next round begins on the 1st.

[Click Here](#)

YOUR NEXT STEP: BECOMING HER

STILL NOT SURE?

Choose the Reset Bundle if you want immediate tools to use this week. Choose Becoming Her if you're ready for deep, lasting transformation.

Or start with the Bundle now and join the program when you're ready.

If you love the rhythm and want deeper support, Becoming Her will be waiting for you on the 1st.

No pressure.

Just progression.

You don't need to overhaul your life.

You need structure, support, and a starting point.

You're not behind.

You're becoming.

Let me help you.

With love,

Hay

[Click Here](#)

P.S. If now isn't your time, keep this guide. Come back to the reset ritual anytime you need it. You deserve to feel at home in yourself.