

# The Bye-Bye Belly Blueprint

The 3-Step Coaching Program to Master your Midriff

## What Is it?

Bye-Bye Belly Blueprint is a 8-Week Coaching Program with Group Support and Accountability, designed to reduce belly fat through simple, sustainable exercise and nutrition.

So many women come to me wanting to get rid of “This”, as they grab an inch or more from their waist. Through infomercials and celebrities trying to sell ab machines or one-size fits all programs, we’ve been led to believe that the only way to reduce belly fat is to spend most of our precious exercise time doing crunches, or depriving ourselves of the foods we love.

We don’t have the metabolism that we had when we were 20 anymore. Therefore, workout programs and diets that worked 10 or 15 years ago will not yield the same results that they did when they worked for you before.

## You Need a Different Approach

The Bye-Bye Belly Blueprint is a coaching program where you will uncover exactly what foods and type of exercise will result in a smaller waist size – AND as a bonus, you'll have increased energy, lower hunger and cravings, and your best sleep.

The Bye-Bye Belly Blueprint is designed for the woman who is tired of struggling with her body. You feel like you’ve tried everything and still nothing works. You’re busy, and you have other things to think about than your weight. It’s time to figure this out so that you can get on with your life!

## It shouldn’t be this hard.

And you know what? It doesn't have to be. But you can't learn what's right for you and your body out of a book written for the mass market. Your body is different.

Just like trying to read hieroglyphics, you need a translator (or coach, in this analogy) to help you navigate the very confusing and sometimes misleading generalized health information that’s out there. Some of it will work for you, but much of it won't.

And I get it. I've been there too! No matter which phase of trying to get to your goal, I think I've done it!

## Looking for the Magic Pill

I felt like I was struggling for years to get a hold of that magic pill. I did everything!

I weighed myself daily – with the scale determining my mood for the day.

I had a medicine cabinet full of fat burners and other supplements that only made my wallet lighter.

Competing in a bodybuilding competition, didn't leave me with what I thought would be lasting success, but rather an unhealthy relationship with food and my body.

I made homemade ‘diet’ junk-food to satisfy me because cookies were off limits – Ah! but not if they were made out of avocados, black beans and agave nectar!

I went so far as to become a freakin’ nutritionist and personal trainer so that I could unlock the secret of fat loss success!





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*Until one day when I got tired of my own BS. There has GOT to be a better way! And there is. It's not about eating less and exercising more. It's about choosing the right intensity with your workouts (shorter, more effective), replenishing your body with appropriate amounts of food, and reducing stress.*

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## The 3 Step Approach

During the 8 weeks, I will guide you through the 3 steps to help you break free from struggling with that belly fat:

**Step 1: Elimination** – In the first two to three weeks of the program, we'll eliminate many of the things that commonly lead to increased belly fat, cravings, and lead to drains on your energy. We'll start building habits that will serve your lean lifestyle.

**Step 2: Reintroduction** – Next, we'll slowly start to reintroduce previous habits and foods – and see how each piece influences others: foods and activities → energy, cravings, hunger, and sleep.

**Step 3: Refinement** – Together, we'll figure out your unique combination of diet, stress management and exercise techniques that work to create your optimal health.



## What's Included?

**Guideline and Resource Guides** – So that you know exactly how to prepare for the program, and what to expect week by week.

**Weekly Check-In Coaching Calls** – Women who have had the best results are the ones who took advantage of these calls - but they aren't a big production. Since I am just as invested in your success as you are, I just want to make sure that all of your questions and concerns are addressed. You're not doing this alone. I'm here to support you.

**Two Exercise Tracks** – High Intensity and Low Intensity Exercise tracks – so that you can pick the right exercise track for you and your ability.

**Access to Health with Friends;** a private website where you'll find workouts, new healthy recipes, and lots of other resources.

**20 – 30 minute Workouts** – Depending on your level of comfort with exercising, you can choose from self-paced workouts, or workout videos where you're coached on proper form, and encouraged to keep going.

**Daily lessons** from me that are designed to support your weight loss goals with information about why these proven techniques work.

## What Others Are Saying



It worked really well for me. And it's continuing to work. I lost both inches and pounds, and I don't feel like I'm on a diet because no one around me knows that I'm on a diet. And I'm continuing to enjoy my wine.  
It was perfect for me because it wasn't a diet.

- Jana Lee

I had **really good results** with the Bye-Bye Belly Blueprint. I still try to follow the guidelines still 3 months later, and with the consistency, It's really changed the way that I look at eating.

- Ruth





Thanks for getting me started on so many good routines through the BBBB program!  
Thanks SO MUCH! ... for EVERYTHING!

- Frances

I feel like the way I eat has changed, but so slowly that I've hardly noticed. There are certain foods that I just don't buy any more or when I do they last a long time. I haven't lost a lot of weight over the last few weeks but I feel like my muscles are more visible and I am getting stronger.

-Therese



*Dozens of women have successfully completed the Bye-Bye Belly Blueprint program with success. Each has lost 1-2 inches around her waist, and found the program easy to do. With just a few tweaks to their habits, women have been successfully losing belly fat, increasing their energy, and breaking their cycle of mid-afternoon or night-time cravings.*

## Who Is It For?

This program is for you if you:

- **Realize that what you did to lose a few lbs in your 20's doesn't work like it used to.** As we age, our hormones change. That means that our body responds to food, activity and stress differently too. Find out how to respond to your body's ever adapting needs.
- **Are ready to make a change.** For whatever reason, the stars have lined up and are sending you the message that 'Now is the time!' Whether it's that your kids are back in school, and now finally have some time to get into a regular schedule, or 2017 is the year, you're ready to feel your best. You have the time to dedicate to yourself, and you deserve it.
- **Are done with meal plans, fad diets, and quick fixes that aren't sustainable.** You realize that meal plans and off-the-shelf diets don't work. They don't offer you the flexibility that you need to navigate your very rich life of having dinner with friends, or eating with your family. Maybe there were parts of those diets that you liked, but overall, you felt that you were 'bad' if you even had a cookie! And that's just no way to live.
- **Are willing to trust the process.** You know that you're doing at least some things right. But for some reason, it's not working. Sometimes, we need to hand the decisions over to a coach because we're too close to it all. Coach! Take the wheel!

## Who Is It NOT For?

This program is not for you, if you:

- **Want a meal plan.** We want meal plans because they're easy. But if they worked, you wouldn't be looking for something new. Figuring out how to read your body's signals is not an easy process. But what you'll learn in the end, will stop you from ever having to find a meal plan again. Together, we will build your own custom meal plan.
- **Have no interest in changing your eating habits.** I get it. We like what we like. And changing your eating habits is scary. Finding out that there are foods that you love that don't love you back can bring us through the 5 stages of grief. So, if you're not ready to face those fears. Don't.
- **Want instant results.** If you have a high-school reunion in two weeks that you need to get ready for – then this is not the program for you. You should see results in as little as three weeks if you follow the guidelines, but they will probably not be as dramatic as you feel you need them to be for such an event.

- **Don't have time to be in your body.** I am going to ask you to pay attention to what your body is telling you: How do you feel? Are you hungry? Are you uncomfortable? Do you want to eat, but aren't hungry? Why? These are some of the necessary questions we need to ask to find the answers to getting rid of unwanted belly fat.



## FAQs

### *Weekly coaching seems like a lot. Do I have to attend them live?*

This is your program, and if you don't feel like you need to check in that often, that's totally okay. But the women with the best results at the end of the program are the ones who took advantage of the weekly calls.

### *What if I can't make the live Facebook coaching calls?*

No worries. All the calls will be available for you to listen in on. If you have questions, I'll be available to answer any questions or concerns you have.

### *Do I have to give up drinking wine?*

I understand that life can get stressful. And wine helps. Everyone is different in terms of how alcohol affects their body. You may find that you can have a glass a night and not suffer any negative side effects. But, we may find out, for example, that it interferes with your sleep. You may not be ready to give up your wine. And that's totally fine. But your willingness to experiment with different techniques will give you the best perspective on what's right for you.

### *What is the time commitment?*

There is some upfront time investment in homework where we'll set your goals and priorities, and fill out some forms the weekend before the program starts.

Other than the weekly coaching calls, you will spend about 15 minutes a day checking in with your daily lessons.

Exercise and daily movement is an integral part of this program.

### *How much access to you will I get?*

In addition to the weekly group coaching calls, I am available daily through the private Facebook group.

### *What technical/computer requirements are there?*

The group coaching calls will be held over Facebook LIVE. As long as you have Facebook, you don't need to install any additional software.

You will access the daily lessons with a simple web browser. (mobile device or desktop/laptop works great!)

### *I don't want to only eat chicken, broccoli, or salads every day. Will I have variety in my diet?*

Yes! Of course! I need variety in my diet too! I'll give a few guidelines from the start – which foods you can eat lots of, and which foods many folks have problems with – but then, from there, we'll see how your body responds to many different foods.

There are dozens of healthy recipes available to you that are tasty & work well for all phases of this program.

*I have an active social life. Will I be able to go out to dinner & not feel like a freak?*

Yes! This program is about you living your life! You want to go out with fiends or have family over for dinner. By discovering which foods your body thrives on, you'll be able to navigate most menus – Even McDonald's!

*I have a family. I don't want to have to cook something different for them than I'm having. Will we all be able to eat the same meals?*

This program may influence the eating habits of the family. Clients do best if they have strong social support. That being said, if you are eating your unique formula foods, there shouldn't be any reason why you need to eat something different than your family. It just might not be in the same portions.

*I already have a personal trainer. Do I have to do your workouts?*

No you don't. The workouts are for folks who don't already have a structured workout program. If you like working out with your trainer, and are getting good results, then Yaay you!