



# Why Women Gain Weight in Midlife

And what to do about it



## In Case We Haven't Met Yet

Far too often women in midlife are told that we have to 'put up or shut up'. That the symptoms of menopause and peri menopause that we're experiencing is normal (yes, it's common). But also that there's nothing that we can do about it.

And that is simply not true.

There is a LOT that you can do through lifestyle behaviors to manage your peri menopause and menopausal symptoms.

- what, how, and when you eat
- how much and when you move
- how much sleep you get, and the quality
- and how you manage your stress

All of these things influence your hormones.

And your hormones influence your physical symptoms:

- insomnia
- energy fluctuations
- weight
- weight distribution
- brain fog
- mood/irritation/anxiety/depression
- cravings
- appetite
- ... and the list goes on

The problem is that because we've been socialized as women that thinner is better, most women zero in on the weight as being problem, and try to solve for that.

The weight isn't the problem. The weight is a symptom.

Because most diet and exercise programs aren't designed for women our age, using traditional weight loss strategies further exacerbates our menopausal symptoms because they don't take our hormones into account.

As a post menopausal woman, I've been there, searched for the answers, and cracked the code to losing that extra padding that magically appears around our middles as our hormones shift, and we move out of the childbearing years. I know how hard it is to do all the things "they" say to do and still not get the promised results.

After working with 100s of women in menopause and peri menopause over the past 17 years, I've learned a few things, and I want to spread the word about what I've learned.

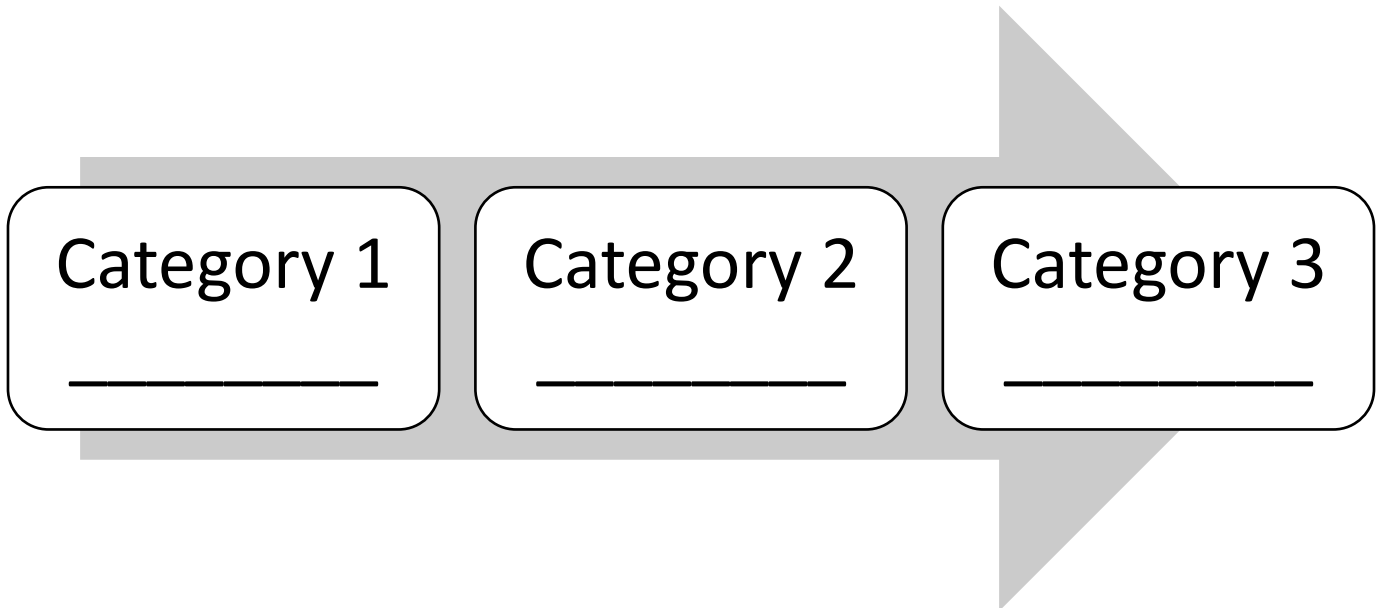
There is hope. I can show you how.

[Click Here To Join The Webinar!](#) Monday July 18<sup>th</sup> at 11 am ET/ 10 CT/ 8 PT

See you Then!

A handwritten signature in black ink that reads "Elizabeth". The signature is stylized with large, flowing loops.

## Categories of Life Stage



Qualities of Category 1:

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Qualities of Category 2:

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Qualities of Category 3:

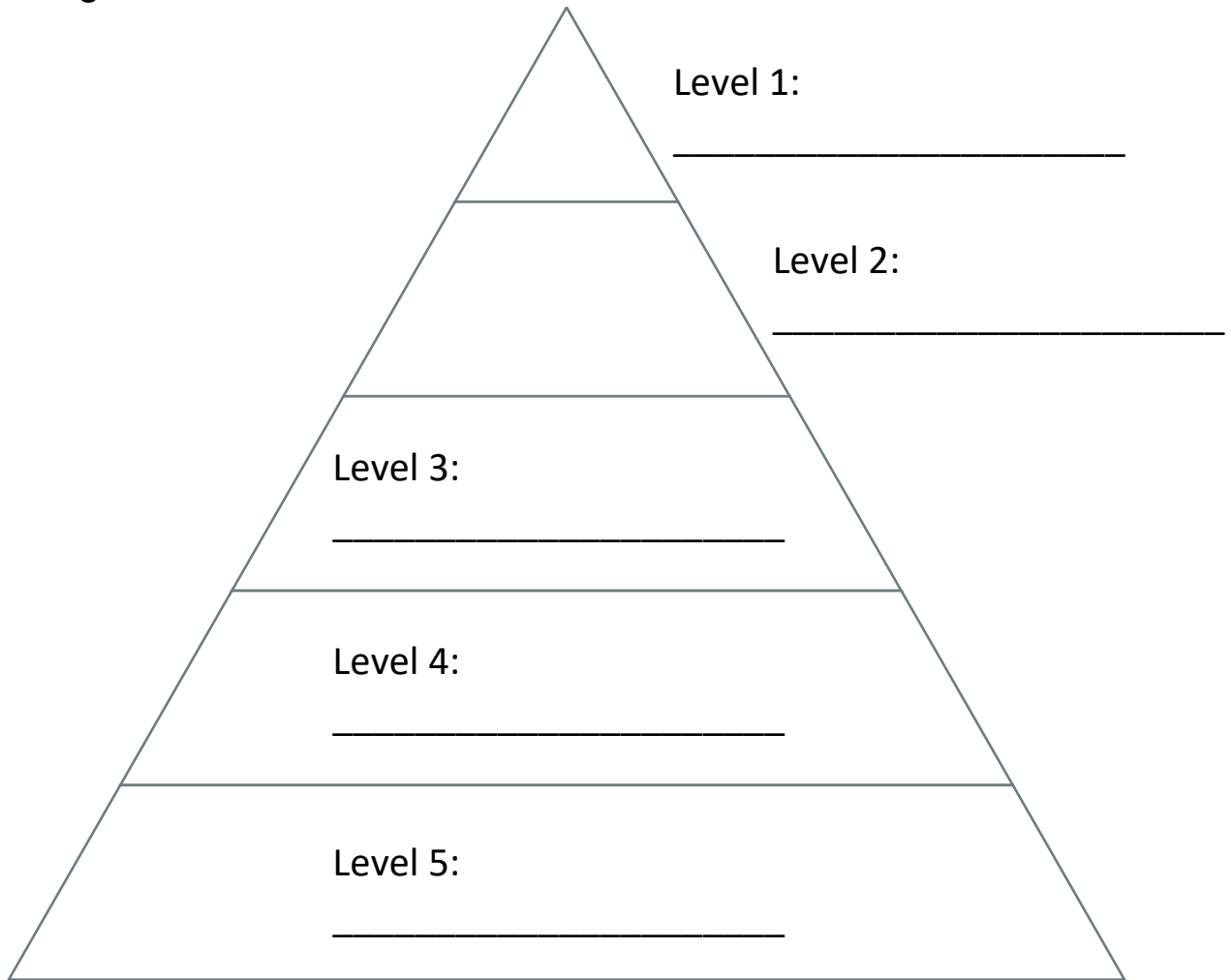
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Which one of these categories most resonates with you?

Which of the thoughts & struggles do you identify most with?

Which of the strategies/techniques mentioned have you tried in the past?

Levels of Change



The aspects of change that most diet and fitness programs focus on are:

- 1.
- 2.
- 3.

The aspects that most programs are missing are:

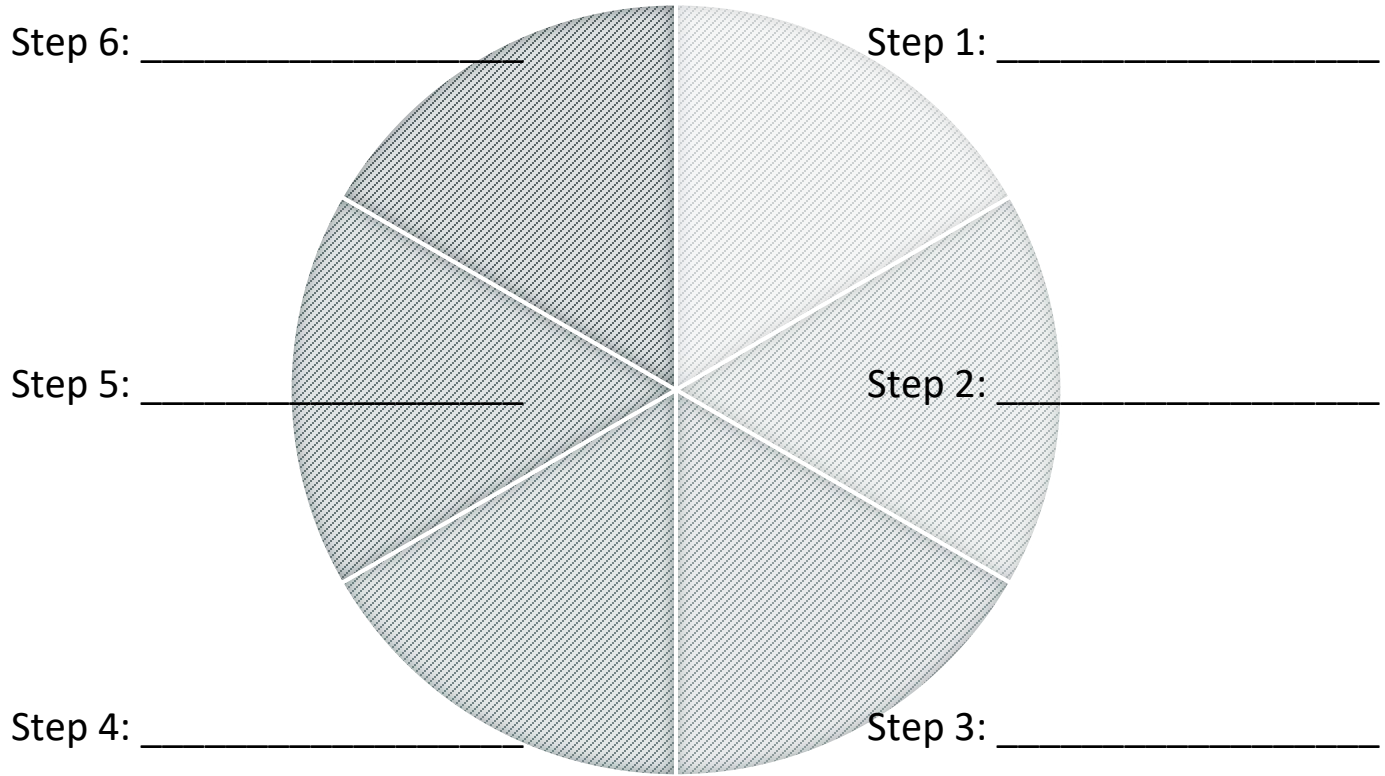
- 1.
- 2.

The reason that most programs don't work for women in midlife is because

- 1.
- 2.
- 3.

6 Steps to Liberation

THE \_\_\_\_\_ METHODOLOGY



Which areas can I improve upon?

What are the next steps that I can take to be more successful?