THE BUSY PROFESSIONAL WOMEN'S

MENOPAUSE WEIGHT LOSS GUIDE





Along with our team, we’ve spent the past decade helping over 7,000 women look and feel incredible in their 40s, 50s & 60s.

It can be so frustrating when you no longer feel yourself and the things that used to work don’t keep the weight off anymore.

That's exactly why we put together this guide... to share how our clients lose weight and get back to feeling amazing in all their clothes, whilst getting strong, fit and healthy... and how they do all this even whilst juggling a high-pressure job, family responsibilities and going through menopause.

So what are you waiting for?

Turn over the page and put this guide into action - we guarantee you’ll be feeling happier, healthier and more like you again (only better) in just a couple of weeks.

Rob + Ben

Co-Founders, TRINITY Transformation

Why Dieting Doesn't Work For Women Over 40



Does this sound familiar?

- **You've got a wardrobe full of beautiful clothes** but almost nothing nice fits or feels right anymore?
- You **wake up tired every morning needing coffee and sugar** just to get through the work day?
- You **feel every stair and bend in your knees**, as if your body's become 20 years older almost overnight?
- The **"you" that you knew feels like it's slipping away** - leaving you worried you'll miss out on the life and future you've worked so hard for?

If this sounds familiar, you're not alone!

We've worked with thousands of women over the past decade who were stuck in this exact position.

They missed the confident, vibrant woman they used to be, but nothing they tried seemed to work to get it back...

No matter what they tried, nothing would keep the weight off consistently anymore and it felt harder to shift than ever before.

They were worried it was all just part of the aging process.

Many women we speak to are on the brink of giving up... or they're considering extreme measures like crash diets, cleanses, surgery or injecting themselves every week - just to try and get some kind of progress.

We hate seeing so many women stuck in this position, when we know from over a decade's experience and thousands of transformations that it doesn't have to be that way.

It's why we created Trinity, which now has over 7,000 success stories from women living and loving life again in their 40s, 50s and 60s.

It's also why I've put together this guide for you to explain that there is a solution - one that's easy, enjoyable and sustainable.

In this guide I'll explain:

- Why diets don't work for busy professional women over 40
- What to do instead to get the old you back - only better!

I'll also share just a few of our client's success stories so you can see what could be possible for you with the right approach.

Let's get stuck in!



Part 1: Why Most Women Are Stuck

The Endless Dieting Trap

All diets are based around one thing: restriction.

Whether it's low carb, low fat, fasting, cardio, calorie counting or weight loss injections, they all work the same way: significantly restricting your body of energy (calories) by either making you eat a lot less or burn more through exercise.

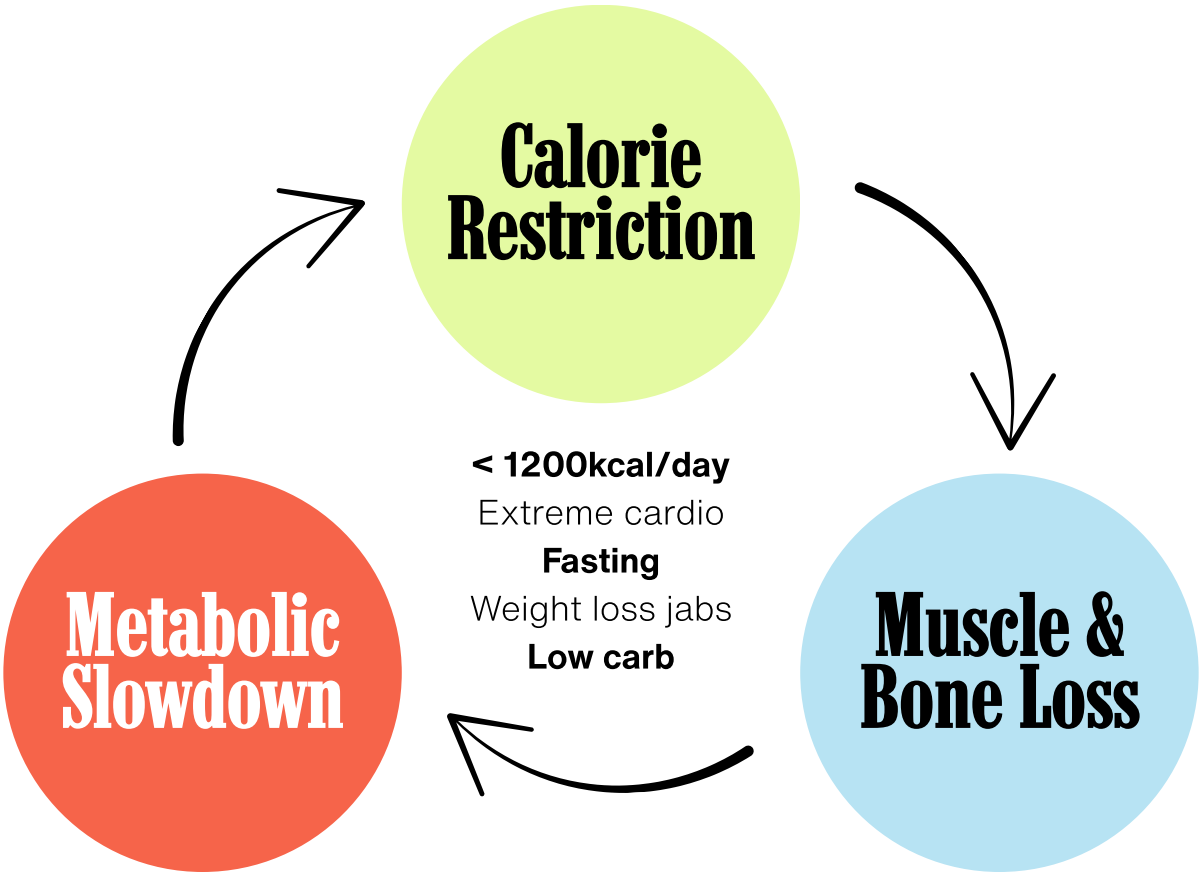
This can work for women in their 20s and 30s, whose bodies and hormones are optimal. Women under 40 can get away with pretty much *anything* without any negative repercussions.

However, for women over 40, whose hormones are shifting around menopause, this doesn't work.

In fact, for women in their 40s, 50s and 60s, it backfires!

It leads to metabolic slowdown, making it harder and harder to lose weight, requiring more and more restriction just to maintain their weight, let alone lose any more.

It becomes a downwards spiral for women over 40...



The Endless Dieting Trap

The more you restrict, the more muscle & bone you lose and the more your metabolism slows down.

The more your metabolism slows down, the more you have to restrict just to maintain your weight, let alone lose anything...

...and if you ever go back to eating “normally”, you’ll experience rapid weight regain, often back to where you started but with less muscle, less energy and less strength.

It’s ineffective, unsustainable and many women assume it’s all just an inevitable part of getting older and their metabolism slowing down.

However, it’s not inevitable at all!

You can create an upwards spiral that increases your muscle, bone, energy & tone, where you can lose weight easily and effectively without the constant restriction.

In doing so you'll also reclaim your shape, strength and spark so you can leap out of bed every day, head clear, body strong and supple, ready to start living life to the fullest again.

It may sound too good to be true, but this is a process we've perfected with over 7,000 clients over the past decade and there's just 3 essential pillars you need in place for success.

There's 3 essential pillars to success for women over 40:

1. **Effective** - something that's specific for you, your body and your hormones to restore your metabolism so you can lose weight, build strength and tone up fast
2. **Enjoyable** - an approach that's flexible, efficient and fits around your life: food preferences, work schedule, travel and family commitments. Something you enjoy that adds to your life, rather than taking away from it, so you can keep going and succeed long-term.
3. **Supported** - this phase of life is usually packed with challenges: stress, poor sleep, hormonal changes, shifting routines and more. It's essential to have someone by your side to help you navigate these challenges and adjust things for you so you can keep progressing even when life throws you a curveball, work gets crazy or motivation dips.

That's the formula we use. When something works, fits around your life and you feel supported—you'll stick to it, you'll get back to feeling better fast, and the results will last for life.

Let's break each pillar down step-by-step...



Pillar 1: Effective

What is an effective approach for women over 40?

Firstly, you can't get away with a diet-only approach over 40!

However, it also doesn't mean doing hours of gruelling, sweaty workouts (these usually backfire around menopause)!

Neither does it mean following a rigid diet where you waste half your week looking for hard-to-find ingredients and the other half cooking & cleaning up.

For women 40+ with busy high-pressure jobs, you need to do the right things for you and your body AND in the right quantities: both in terms of exercise and nutrition.

When you follow the most effective approach it won't take over your life - it can fit around your life *and* get fast, sustainable results, just like Lou did...



7½ Stone Down For Good

From wheelchair to loving riding every day again!

When Lou signed up she was working 50+ hour weeks in her job as a forensic scientist. She had been steadily piling on the pounds for almost 15 years, leading to chronic arthritis and range of other health conditions that meant she ended up in a wheelchair when the problems reached their peak.

Despite trying every diet under the sun, Lou was stuck in a cycle of endless dieting and emotional eating. She felt too heavy and self-conscious to ride her horse and her confidence was at rock bottom.

Now Lou's turned all that around. Her eating's back in control, she's ditched her size 22s and is loving being able to wear anything she likes in a size 8-10 from the trendiest shops!

"I've now lost over 7½ stone. Everything has changed - not just my body but my attitude, my confidence, my energy - everything. I know these changes are not short term, they are for good. My brain feels rewired and the mindset work was the key for me." – Lou, Forensic Scientist (Perimenopausal)

Effective Exercise Over 40

Running, HIIT, spinning, yoga or pilates all have their benefits, but none of these are optimal for women over 40.

In fact, there's only *one* type of exercise that can ticks all the boxes for women over 40 with busy high stress jobs: resistance training with (relatively) heavy weights.

Don't worry if that sounds scary. The right method is safe, gentle on the joints, keeps cortisol in check (the main stress hormone) and, best of all, it can be done from home with very little equipment.

It's called LIST: Low Impact Strength Training, and it's by *far* the most effective form of exercise for women over 40 to lose weight, tone up and feel amazing.

Here's the basic principles of LIST:

- 3 x 30 minute workouts per week
- Low repetitions - e.g. 5-15 max.
- Relatively heavy weights
- Slow & controlled
- Quality not quantity

Our clients do this from home with just three kettlebells: 4kg, 8kg and 12kg. This is all they need to kickstart their metabolism and lose the excess weight.

It also tones them up rapidly, restores healthy bone density and gives them the strength to do anything they want without worrying if they can keep up or if they'll get injured. It makes them feel strong mentally *and* physically.



Ditched Running & Lost 2 Stone

Lean, strong & ready to sail around the world at 52!

When Rachel signed up she had been running for years, but no matter how much she ran, since approaching menopause her body shape continued to change - he waist thickened, her knees hurt, she was constantly fatigued and she was worried it was all just part of the aging process.

However, by switching the focus from cardio to LIST, and from starving her body to fuelling it the right way, we were able to turn everything around for Rachel, even in her 50s.

"I have lost 2 stone and am now lighter than at any point in my adult life. I have trained for and run half marathons - getting fit wasn't an issue but losing weight and keeping it off was.

My legs are much more toned and I don't feel pear-shaped anymore. My health and fitness, which were good to start with, have just got better. The biggest difference is in muscle tone - I can finally look at my bum in the mirror without shame and embarrassment!" - Rachel, Exec. Coach, 52 (Perimenopausal)

Effective Nutrition For Women Over 40

Years of dieting and being told skinny is the answer to everything has led many women to lead a more and more restricted diet.

This can lead to:

- Labelling foods as good & bad
- Fear of carbs or fat
- Constant cravings
- Energy crashes
- Constantly worrying about food
- No longer enjoying social events

Restrictive dieting spikes cortisol too high and slows down your metabolism over 40, making it harder to lose weight and easier to gain it (especially around the middle!).

This isn't just about calories either. Most women we speak to are also missing essential nutrients like protein, fibre, vitamins and minerals - these are needed if you want to feel your best!

If you want to make weight loss easy again and get your spark back, it's time to learn about nourishing your body with quality nutrition, rather than punishing it with dieting that makes things worse in the long run now your hormones are changing.

However, finding that "balanced diet" everyone talks about can be tricky on your own - in our experience, years of jumping from diet to diet and an overwhelming amount of information online has led most people to be more confused than ever.

However, there is a solution, and it's not as complicated as most people think!

Over the past decade, we've perfected a simple two step process that reliably restores our client's metabolism, gut microbiome and relationship with food, so they're confident in their food choices, no longer have cravings, are full of energy all day and lose fat easily and sustainably.

We do this using a 2-part process:

1. **The Diet Makeover:** resets the gut microbiome, eliminates cravings & reduces menopause symptoms.
2. **The Key 3:** nourishes the body with the right amount of 3 key nutrients (calories, protein & fibre) to strip away excess body fat whilst improving strength, metabolism & tone.

However, these two processes are very individual, as everyone's body, lifestyle and food preferences are unique, so it's impossible to provide a one-size-fits-all solution in this guide (and why we work with every one of our clients on a one-to-one basis!).

Everyone is unique. There's no cookie-cutter one-size-fits-all approach that'll work from one person to the next.

When personalising our client's nutrition we take into account nine key factors: age, weight, height, body fat %, hormonal situation, health conditions, daily activity levels, dieting history and any medication they're taking.

Based on all these factors, we advise our clients on the optimal approach in terms of exercise, nutrition and lifestyle changes to get fast results in a safe, sustainable way that improves their health, strength, energy and metabolism for the long term.



3 Stone Down & Dating Again

Got her confidence back & started dating again at 49!

Despite having a personal training qualification, exercising regularly and eating healthy, single mum Anu was stuck since hitting perimenopause. Her weight continued to climb, she had constant foot and knee pain, and was on the verge of giving up walking her dog entirely as she was living in agony most days.

Anu was always comparing herself to what she used to be and desperate to get back to that, but didn't know how, as nothing that used to work was working anymore.

"I was trying to accept my body as it was. I thought after menopause this was the 'new me' and I just had to accept it. Trinity changed everything for me. I've lost 3 stone and now look and feel like my pre-pregnancy self. My friends and family say I look like I did before when I moved to the UK in 2002.

I have no knee pain, no feet pain. I used to open the wardrobe and think 'what fits' and hated that. I now look in my wardrobe and it's 'what shall I wear today'.

I can't believe two little simple changes to my diet has got me back to me! Of course combined with a great coach and team."
- Anu, 49, Teacher (Perimenopausal)



Pillar 2: Enjoyable

The second essential pillar for success - it must be *enjoyable*. Otherwise, sooner or later, you'll stop, and when you stop you will always go back to square one.

So many diets make things miserable:

- Brutal exercise that you dread
- Banning all your favourite food & drink
- Injecting yourself with a sharp needle weekly

How long do you want to live your life like that?

If you're sore, miserable and burnt out all the time, you're never going to do it long-term and the results are never going to last.

However, if something is enjoyable you won't want to stop... and if you don't stop, you'll become fit and healthy for life.

3 Ways To Make It Enjoyable

Whilst what someone finds enjoyable is unique to them, there's a few common things we always try to stick to with our clients:

- **Empowering** - something that's, quick, efficient and makes you feel strong (not beaten down!)
- **Flexible** - so it fits around your life and busy career, rather than adding one more thing on the "to do" list
- **Feels good** - so you're happier, mentally sharper and full of energy both at home and at work

This might all sound too good to be true, but we promise it is all totally possible with the right approach.

It's why our 1-1 coaching clients don't just lose weight - they get fitter, stronger and happier and, most importantly, feel 100% confident they can maintain it for life.





Lost 3 Sizes & Everyone's Noticing

Shopping Is Enjoyable Again Rather Than A Chore!

Before Hayley joined, she said she upset with her lack of strength for day to day tasks, disgusted by her appearance and worried about her future health. However, with an enjoyable approach, we were able to turn everything around for Hayley:

"At the start of my TRINITY journey I couldn't have imagined ever being in a position to nominate myself for transformation of the year. Nearly 2 years down the line I can honestly say this decision has been life changing. I have lost 3½ stone and 3 dress sizes, from squeezing into size 18 trousers to now comfortably in a size 12 and my tops are now all size 10. This makes shopping a much more enjoyable rather than a chore!

So many people have noticed – colleagues, friends, doctors, it's very flattering and encouraging. I can wear a shorts and even a bikini again! Work colleagues have noticed I no longer have a short fuse. I no longer believe myself to be a sugar-holic. My stress levels are well controlled. I have finally changed my job to concentrate on my own business. I am happier and I am a nicer person to be around.

I am chuffed to bits with what you and your team have helped me to achieve. Thank you." - Hayley, 47 (Perimenopausal)



Pillar 3: Supported

Who do you have right now who's keeping you accountable?

Having the perfect program tailored to you, your body & your hormones is key - but it won't work if you can't stick to it.

If you can only stick to it for a few weeks before falling off the wagon, you may lose a few pounds but you won't get to your goals and establish permanent habit changes so you can sustain it for life and never need to diet again - that's the goal we have for every one of our clients.

The women we work with are all busy professionals, with a lot going on that can derail them at any time...

...and if you don't know how to keep going through life's challenges, it won't work!

Typical challenges our clients face include:

- Work stress
- Travel & holidays
- Family responsibilities
- Events, parties & weddings
- Caring for aging parents
- Health conditions
- Illness & injuries
- Menopausal challenges

And many, many more...

Having worked with over 7,000 clients over the past decade, we've seen it all!

Rather than hoping for these things to go away (which isn't realistic for most of our clients), we provide our clients with strategies to navigate each one with confidence and the accountability to ensure they keep going when previously they would have given up on their own.

Every one of our clients has a dedicated coach supporting them every step of the way, encouraging them and adjusting things when needed to ensure they keep going even when life gets challenging or motivation dips.

Most of our clients admit that on their own, they'd usually have given up, and if they didn't stick to it, they wouldn't have transformed their body and life.

This is why accountability and support isn't optional - it's an essential pillar for success.



2 Sizes Down & MS Fatigue Gone

Has the energy to walk & socialise with friends again!

When Esther joined us, she was worried she wouldn't be able to stick to the program due to having MS (multiple sclerosis). However, with the support and guidance of her coach, Esther didn't just lose weight - she got her freedom back!

"I am now a dress size 8-10, a loss of 2 dress sizes. More noticeable is the toned look that is developing - no bat wings and a lifted backside that has never been there before.

The biggest change that I wasn't expecting is a new sense of freedom. I can now walk for an hour before MS Fatigue makes me stagger. This is an amazing improvement. I no longer need to use my mobility scooter when 'walking' my dogs and I can go places a mobility scooter can't, like up stairs. It's opened up my social life again and I can now agree to girlie shopping trips with joy instead of dread. I have gained so much more than muscle strength and a better body.

My coach Natasha has been a key part of my journey, with understanding, encouragement, meal plans and changes to my nutrition and exercise plan to make things easier."

- Esther, 47, (Perimenopausal)



Having an expert coach in your corner supporting you every step of the way can make a huge difference. However, the most effective support goes even further.

Achieving your goals is also much easier when you surround yourself with people who are on the same journey as you are.

If you spend your time surrounded by people who are struggling with their weight and doing extreme quick fixes before giving up and claiming it's "all just part of getting older", you'll probably also continue to struggle.

However, if you spend more time around people succeeding at this time in life and living life to the fullest, you're much more likely to end up doing the same. This is one of the secret weapons that means our clients not only succeed, but sustain their results for life.

Inside our coaching program, we have a private international community of successful women who lift each other up and support one another through both the highs and the lows.

It's not just our expert coaching that means our clients are strong, fit, lean and thriving in their, it's the community too.



5 Stone Lighter, Fearless & Free

Left her alcoholic husband & transformed her life!

Rachel was constantly turning to food or alcohol to manage the stress of living with an alcoholic husband. However, getting stronger and being part of a community of like-minded women gave her the confidence to face the situation, put herself and her daughters first and take back control!

"Trinity coaching has gently led me to self-discovery. I admitted to myself that my biggest stress and blocker to my goals was picking up the pieces of my alcoholic husband's actions. For the first time I said it out loud and it was to the supportive Trinity team and members. That gave me the courage to have "the conversation". I gave him a year to sort himself out. He tried, but he couldn't.

The community of women all getting on with the same work was my constant companion. Without Trinity, I wouldn't have had the courage to make him leave. It was tough, but I've no regrets and my daughters are now happy and safe with me.

I've not just lost 30kg - Trinity has transformed my entire life. I'm now physically and mentally strong and look to the future with optimism and excitement as I head towards 54 years old."
- Rachel, 53, Lawyer (Perimenopausal)



Ready to Stop Struggling & Start Succeeding?

Let's be real, most people don't do anything after reading a free guide like this.

They think about it... they know they should... but they don't.

But here's the truth:

If nothing changes, nothing changes...

And if you're still reading this, you're clearly wanting something to change.

Our clients regularly tell us it took making an investment both literally and mentally for that switch to click and to finally start making this a priority...

I wish it wasn't that way, but in my experience it always is.

If you're anything like our clients, you're always going to have hurdles to overcome.

Family and work challenges aren't going to go away any time soon.

You'll always have a few niggling injuries, an illness or a family member that'll need looking after.

You're always going to have a some self-doubt and skepticism holding you back too.

But these are all totally normal, and life's too short to let these things hold you back and not enjoy life to the fullest.

Every year spent not feeling like yourself any more is another year wasted, and it can be turned around faster than you think once you ditch the diets and fads and commit to a efficient, enjoyable and supported approach.

Let's overcome this together!

Click the button below to find out more about our 1-1 coaching and how it could work for you:

LEARN MORE

Find Out More About Trinity 1-1 Coaching



4 Sizes Down & No More Hiding

From avoid photos to wearing whatever she likes!

Alison's journey was far from straightforward - alongside a huge workload, she lost her Dad, her brother-in-law was diagnosed with terminal cancer and had an ongoing shoulder injury. However, ongoing support meant Alison transformed her life and gained true confidence for the first time in years:

"People think I am very confident but actually I am just a very good actress. I've learnt to project an air of confidence but dreaded anything that meant standing beside slimmer women.

That's all changed now. I'm a size 12 having lost nearly 3 stone and four dress sizes. I have a whole new wardrobe and people still comment on how good I look. I feel better in myself and more confident with the feeling of strength and achievement. I even dressed like an elf for Christmas - I never would have attempted that before (more likely to wear a Christmas pudding costume!). I also entered national awards - and won!

The transformation is not just physical. I now know I can do whatever I set my mind to including stepping back from this job. I don't know what I will do next but I know that neither my weight or my job defines me. What I can achieve is up to me!"
- Alison, 56, NHS Consultant (Post-Menopausal)



Lighter, Fitter & Unstoppable at 65

Grandma challenges students to push up competitions

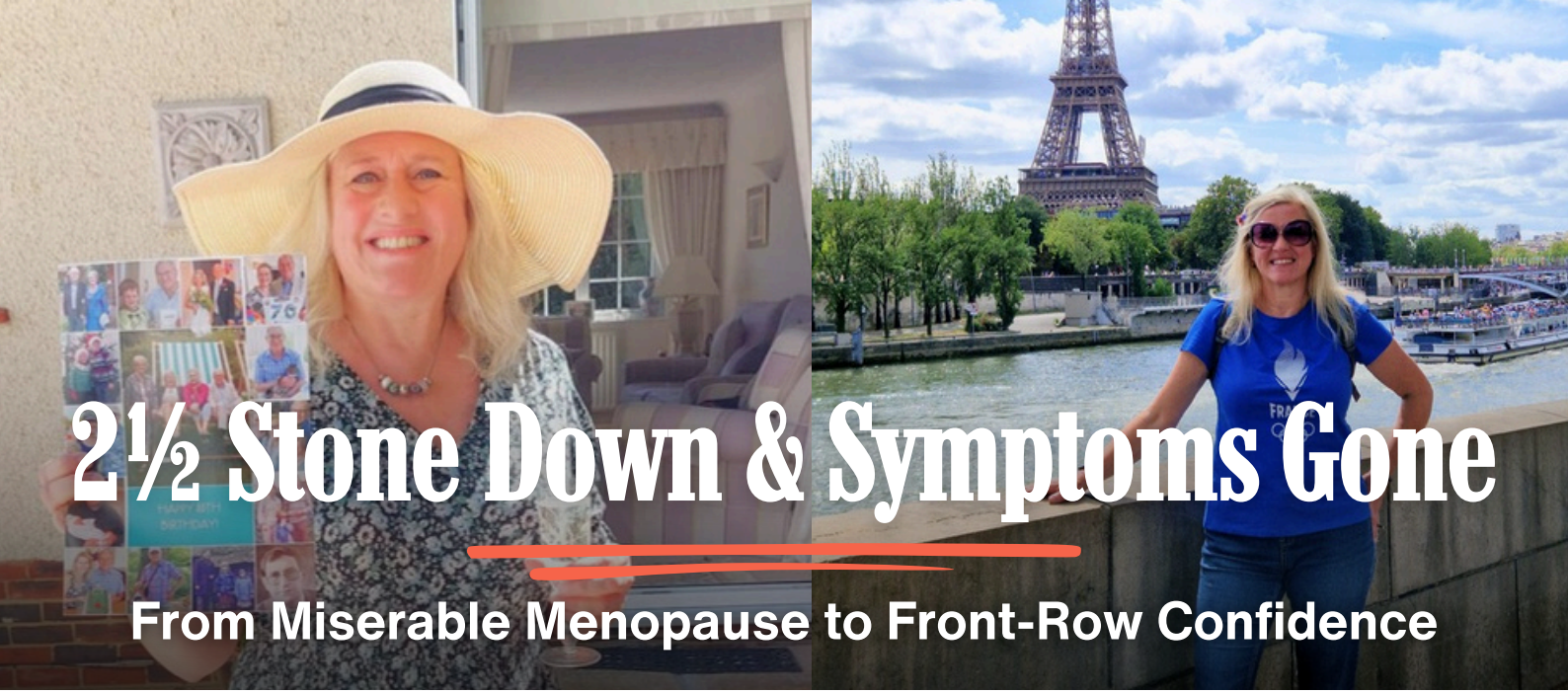
At 65 Voland thought her best years were behind her. None of her favourite clothes fit anymore, her knees hurt carrying the excess weight, she was getting out of breath climbing the stairs and was missing out playing with her grandchildren as she couldn't keep up. However, within less than a year Voland was looking, feeling & enjoying life like she was 20 years younger.

"I have learnt so much about how important it is to look after my body through healthy eating and exercise. Knowing the importance of low impact strength training has been a game changer for me.

I'm now a completely different person. My body is lifting weights that I didn't think I could lift. I'm able to run and play more with my grandchildren and the learners at school. I was able to challenge a student in my class to do some press ups. I feel confident within myself because I thought I would never fit into some of my older clothes.

When I saw the Facebook ad I thought it was a hoax but decided to explore and I haven't regretted anything about joining Trinity in the last year."

- Voland, 65, Teacher (Post-Menopausal)



2½ Stone Down & Symptoms Gone

From Miserable Menopause to Front-Row Confidence

At 49, Jess felt trapped in a body and life that were spiralling out of control. Lupus, poor liver function, high cholesterol and relentless menopause symptoms left her exhausted, anxious and sleeping barely an hour a night. She barely moved, lived on convenience food, couldn't keep up with the family on walks and constantly argued with her partner. However, after a year with Trinity things are very different...

"EVERYTHING has changed...for the better! Yes, I've dropped 2½ stone and 2 dress sizes, but that's only part of it. My confidence has sky rocketed. I was avoiding everything, now I'm doing everything!

I walk at least three miles every weekend and sometimes the family can't keep up! They say I am happier, less argumentative and nicer to be around. I sleep better, my liver function is back to normal and my relationship with my partner is vastly improved....in EVERY way 😉

I stand in the front row at choir and am happy to be seen, whereas before I was embarrassed of my size and felt awkward. I even performed at the Edinburgh Fringe Festival!"
- Jess, 50, Consultant (Perimenopausal)

We Coach You To **Lose 5-10lbs Per Month, Feel Amazing In Your Clothes** & Maintain Your Results For Life!



LEARN MORE

Find Out More About Trinity 1-1 Coaching

Guaranteed Results in 12 Weeks or Your Money Back