

5 SIMPLE SHIFTS

TO FEEL STRONGER, CALMER,
AND MORE CONFIDENT
AFTER 40



HORMONE-FRIENDLY, STRESS-REDUCING,
BRAIN-BOOSTING STRATEGIES YOU CAN START TODAY.

by
thebest *You*
and Heather
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WELCOME

Hello, I am grateful you are here.

If you're feeling more tired, more stressed, or more stuck than you used to - you are not failing and you are not alone.

Your body, your mind, and your spirit are simply asking for a *new* kind of support.

As we move through life, our bodies, our hormones, nervous system, metabolism, and even our emotional resilience all shift.

What worked in our 20s and 30s doesn't always work in our 40s, 50s, or beyond.

But WAIT here's the good news!

You don't need extreme diets, exhausting workouts, or impossible routines to feel like YOU again.

You just need the right approach - one rooted in science, soul, and practical, doable, sustainable steps.

In this guide, I'm sharing 5 simple shifts you can start today with EASE - *small* changes that can make a BIG difference in how you feel, live, and thrive.

You are not broken. You are not behind. You're just ready.

Let's begin, ♡ 

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01

RESET YOUR MORNING MIND

How you start your day shapes everything that follows. In the first few minutes after waking, your brain is still in a *theta wave state* – a natural window of calm, creativity, openness, and suggestibility.

This is a precious, God-designed moment when your nervous system, hormones, and brain are most ready to absorb what you feed it.

If you *immediately* reach for your phone, emails, social media, or news, you hijack this beautiful state – flooding your system with stress, urgency, comparison, and cortisol before you're feet have hit the floor.

Instead, choose to fill up your mind, body, and spirit intentionally.

Start with 5 minutes of calm connection:

- **Breathe deeply:** Slow, deep breaths to signal safety to your body.
- **Stretch gently:** Open up the body and circulate fresh energy.
- **Speak gratitude:** Out loud or silently, thank God for your life, your breath, your life today.
- **Pray, visualize, or affirm:** Anchor yourself in truth, possibility, and hope.

This is what I call your **AM PRIMER** – A sacred routine to pour into yourself first, before the world, your work, or your family needs you.

Whether you have 4 minutes or 90 minutes, the power is the same:

- ♥ When you start your day *filled up* instead of frazzled, you move through life calmer, clearer, and more confident.
- ♥ Even just 4 minutes can dramatically improve your emotional resilience, hormone regulation, and focus for the entire day.

Morning Self-Filling Benefits:

- Lowers cortisol spikes
- Improves focus, energy, and mood
- Supports hormonal balance
- Protects your nervous system
- Increases emotional resilience
- Grounds you in your faith and your purpose

You don't need a perfect 5AM miracle morning.

You need a faithful moment of intentionality – one that fills you before the demands of the world can drain you.

ANCHOR THOUGHT:

**“I DON'T HAVE TO RACE INTO MY DAY.
I CAN RISE IN PEACE, PURPOSE, AND POWER.”**

02

FUEL LIKE YOUR HORMONES MATTER



After 40, your body's needs change - not because you're broken, but because your hormonal landscape changes.

Estrogen, progesterone, testosterone, insulin, and cortisol all interact differently now, meaning the way you fuel yourself matters more than ever.

If you want stable energy, hormone balance, better fat metabolism, and strong muscle - **you must fuel for your future, not your former self.**

♥ Prioritize 25–35g of Protein per Meal

After 40, we experience sarcopenia — the natural, accelerated loss of muscle mass.

(We can lose 3–8% of our muscle mass per decade if we aren't strength training and eating enough protein!)

Eating sufficient protein at meals (not grazing all day) stimulates muscle protein synthesis, stabilizes blood sugar, and boosts metabolism.

→ Set down grazing (small meals every 2–3 hours). Instead, focus on strong, satisfying meals every 4–6 hours with real protein anchors.

Science Snippet:

Research shows that per-meal protein intake matters more than total daily intake for older adults to maintain muscle and metabolic health. (Source: Deutz et al., 2014, Current Opinion in Clinical Nutrition and Metabolic Care)

♥ Stay Hydrated with Electrolytes,

Not Just Plain Water

Water is essential, but electrolytes (sodium, potassium, magnesium) keep your cells functioning properly.

After 40, hydration is about cellular health, not just drinking more water.

It doesn't have to mean salty, gross drinks.

Gentle, natural options include:

- A pinch of sea salt + squeeze of lemon in your water
- Unsweetened coconut water
- AMARE's Kyāni Electro™ Supplement (clean, refreshing, gut-friendly)

Balanced hydration =

- Better energy
- Fewer cravings
- Improved digestion
- Smoother hormone transitions

You're not just eating for weight loss anymore.

You are eating for hormone health, brain health, and life vitality.

Fuel yourself the way you would fuel someone you love. Because you are. ♥

♥ Add Fiber-Rich Foods (Veggies, Berries, Seeds)

Aim for 25–30g+ of fiber daily to support gut health, estrogen detoxification, insulin sensitivity, and inflammation control.

Fiber acts as a gentle broom inside your body cleaning and regulating your internal environment.

Tip:

- Vegetables
- Chia seeds
- Flax seeds
- Berries
- Legumes

These are your fiber BFFs after 40!

♥ Embrace Healthy Fats

Eating fat doesn't make you fat.

In fact, eating enough healthy fat signals safety to your metabolism, supports hormonal production (estrogen, progesterone, testosterone all need fat!), and reduces inflammation.

When your body knows it's safe and nourished, it can let go of excess fat it was storing in survival mode.

Science Snippet:

Healthy dietary fats are essential for hormone synthesis, brain health, and regulating inflammatory responses — and diets low in fat are associated with disrupted hormonal balance, especially in women. (Source: Volek et al., 2005, Nutrition & Metabolism)

Examples:

- Avocado
- Extra virgin olive oil
- Fatty fish like salmon (if tolerated)
- Walnuts, almonds, chia seeds

ANCHOR THOUGHT:

"I AM BUILDING A BODY THAT SERVES MY HIGHEST LIFE."



03

STRENGTH TRAIN OVER STRESS OUT

Your body was made for strength - not survival mode.

After 40, estrogen declines and this triggers faster loss of muscle mass and bone density.

If you don't actively work to build strength, your metabolism naturally slows, your body composition shifts unfavorably, and your risk for injury, fractures, and insulin resistance rises sharply.

The Old Paradigm:

- Endless cardio
- Calorie-cutting
- Over-exercising

The New Paradigm for Women 40+::

- Muscle = Medicine
- Movement = Mood Booster
- Strength = Hormone Balancer

**YOU DON'T HAVE
TO SPEND HOURS
AT THE GYM.**

♥ Why Strength Training Matters After 40:

- Boosts metabolism (muscle burns more calories at rest)
- Improves insulin sensitivity (key for fat loss + energy)
- Strengthens bones (prevents osteoporosis)
- Balances hormones like testosterone and growth hormone
- Reduces belly fat linked to cortisol and stress
- Builds emotional resilience through feeling capable and powerful again

Science Snippet:

Strength training 2–3x per week significantly improves metabolic health, reduces visceral fat, and preserves lean body mass in midlife and older women. (Source: Westcott, 2012, The Physician and Sportsmedicine)

How to Shift to Strength-Based Training:

- 2–3 Full-Body Strength Workouts Weekly (Focus: compound movements like squats, pushups, rows, deadlifts)
- Light Functional Cardio (walking, light hiking, dancing)
- Mobility and Core Stability work sprinkled throughout your week

A simple, structured strength session (20–30 minutes) a few times a week changes everything.

The goal isn't "bulking" - it's reclaiming your body's natural design for energy, vitality, and strength.

**ANCHOR THOUGHT:
I AM STRONG, RESILIENT, AND POWERFUL - IN BODY, MIND, AND SPIRIT."**

04

SLEEP LIKE YOUR LIFE DEPENDS ON IT

Because it truly does.

Sleep is **not** a luxury. It's one of the most powerful, non-negotiable healing tools your body, brain, and hormones need – especially 40+

When you sleep, your body restores itself at the cellular level:

- Hormones (like estrogen, growth hormone, leptin, and insulin) are regulated
- The brain detoxes waste and strengthens memory
- Muscles repair and grow
- **Fat-burning** hormones activate
- Stress hormones (like cortisol) reset

Without *deep, consistent* sleep, your body stays in **survival mode** – making fat loss harder, emotional resilience lower, cravings stronger, and energy a constant battle.

Why Sleep is Your Secret Weapon After 40

- Supports healthy weight loss and fat metabolism
- Balances blood sugar and insulin sensitivity
- Strengthens memory and emotional regulation
- Balances cortisol, estrogen, progesterone, and thyroid function
- Boosts mood, energy, and zest for life

♥ How to Build Your Sleep Sanctuary:

Protect 7–9 Hours of Sleep Nightly: Make sleep a real, sacred appointment with yourself.

Create an Evening Wind Down Ritual:

- Dim lights 1–2 hours before bed
- Cut screens 1 hour before sleep
- Stretch gently, read, pray, or journal
- Sip calming herbal nighttime tea

Temperature Matters: Keep bedroom around 65°F – your core temperature needs to drop slightly to fall and stay asleep.

Mind Your Mind: Gratitude journaling, evening prayers, or meditative breathing can help calm your nervous system into deeper sleep waves.

Science Snippet:

Sleep deprivation increases cortisol, impairs insulin sensitivity, disrupts estrogen metabolism, and is strongly linked to midlife weight gain and metabolic syndrome in women. (Source: Spiegel et al., 1999, The Lancet)

Tip:

If needed, gentle supplements like magnesium glycinate or AMARE's Sleep+ or Kids Sleep Gummies formulas can help you ease into natural sleep without heavy sedatives, pills or melatonin.

"Sleep is where your body remembers how to heal."

ANCHOR THOUGHT:

"REST IS NOT A LUXURY - IT'S AN ACT OF SELF-LEADERSHIP AND SELF-LOVE."

05

CALM YOUR NERVOUS SYSTEM DAILY

The solution isn't just "self-care"

It's daily, proactive simple nervous system support.

Calming your nervous system isn't a luxury – it's a foundational health practice.

You can't heal, lose weight, or thrive if you're living in chronic fight-or-flight.

After 40, your body is more sensitive to stress – hormonally, neurologically, and emotionally.

Years (or decades) of living in go-go-go mode compound in your cells, your metabolism, your brain, and your heart.

♥ **Why Daily Nervous System Resets Matter**

- Reduces cortisol (fat-storing, brain-draining hormone)
- Improves insulin sensitivity and fat metabolism
- Supports gut health (gut-brain axis repair)
- Balances estrogen, progesterone, and thyroid function
- Sharpens emotional resilience and clarity
- Strengthens immune function and reduces inflammation

Science Snippet:

Chronic sympathetic (fight-or-flight) activation is linked to metabolic syndrome, visceral fat gain, insulin resistance, and inflammatory disorders – especially during and after perimenopause. (Source: McEwen, 2007, Physiology & Behavior)

Chronic stress can trigger:

- Increased cortisol
- Weight gain (especially around the midsection)
- Insulin resistance
- Hormone imbalances
- Sleep disruption
- Anxiety, brain fog, emotional exhaustion

♥ **How to Calm Your Nervous System Daily:**

- **Breathe with Intention:** Try box breathing (4 seconds in, 4 hold, 4 out, 4 hold) for 1–3 minutes.
- **Move Gently:** Walking outside, stretching, slow strength workouts, dancing or humming to your favorite song.
- **Anchor Your Mind:** Prayer, gratitude journaling, scripture meditation – remembering you are loved, carried, and safe.
- **Fuel Your Gut-Brain Axis:** Supporting gut health with prebiotics, probiotics, and hormone-supportive nutrition. *[Message me for my Nervous System Conditioning Routine]*
- **Create Pockets of Stillness:** Even 3–5 minutes of stillness mid-day can reset your entire hormonal cascade.

ANCHOR THOUGHT:

"I CREATE PEACE WITHIN, NO MATTER THE NOISE OUTSIDE."

READY TO FEEL LIKE thebest *You* AGAIN?

✦✦ **You Don't Have to Be Perfect. You Just Have to Begin.** ✦✦

The 5 shifts you just read aren't about overhauling your entire life overnight.

They're about small, **daily realignments** that can change everything over time.

Most of them **take just a few minutes** a day:

- Morning Mind Reset – 5 minutes (breathe, stretch, pray)
- Fuel Your Hormones – 3 simple meals/day (with protein & color)
- Strength Training – 2–3 sessions/week (30–40 min)
- Sleep Ritual – 10 minutes to wind down at night
- Nervous System Reset – 3–5 minutes as you need it

Pick 2 of these shifts to start practicing this week.

Small steps = big momentum over time.

Better is better. Perfect is not required.

And if you're feeling:

- ♥ Overwhelmed by trying to "figure it all out" alone...
- ♥ Tired of starting strong but fizzling out when life gets busy...
- ♥ Ready for lasting change, but wanting guidance, encouragement, and a personalized plan...

✦✦ **Then that's exactly what I'm here for!** ✦✦

Coaching isn't for people who can't function. It's for women who are ready to THRIVE.

At **thebestYOU**, I help women 40+ create real transformation – **faster, easier, and with more joy** – because you deserve a path that's designed for YOUR life, YOUR body, and YOUR future! **Private. Personalized. Powerful.**

YOU'RE NOT STARTING OVER. YOU'RE STARTING FORWARD.

**Click here to schedule
your FREE
Discovery Call**

Learn more at www.heathermeek.com

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