thebest*You*

YOU KNOW WHAT TO DO. SO WHY ISN'T IT WORKING?

A whole-woman guide to understanding what's getting in the way and finding your next right step.



WHAT'S INSIDE

Maybe knowing what to do wasn't the problem ..... pg 2
Midlife changed some of the equation ..... pg 3
What if we've been looking at only one piece? ..... pg 4
Sometimes the problem isn't the plan. It's the friction. ..... pg 6
RETURNing ..... pg 6
You don't have to figure it out alone ..... pg 7
Your Next Best Step ..... pg 8

For the woman who's ready to feel stronger, healthier, more energized and more like herself again.

MAYBE KNOWING WHAT TO DO WASN'T THE PROBLEM.

Hi, I'm Heather. **I'm so glad you're here!**



If you've just finished your **Whole Woman Discovery Assessment™**, I hope something in your results made you pause and recognize yourself. Maybe you saw something you've been feeling for a long time but hadn't quite put into words.

As you read, keep your **assessment results in mind**. Which part of your life might need more understanding (not more effort) right now?

I've spent more than 27 years helping people with their health and fitness. And as I'm moving through midlife myself, I've gained an even deeper appreciation for how much more there is to a **woman's health** than just her food choices and workouts.

I've experienced the frustration of a changing body, depleted energy, disrupted sleep and trying to understand what my body needs - now. And in my coaching practice I've seen women who are doing so much right still feel as though they're falling short. That's part of why I created **thebestYOU**. **I wanted a place where a woman could bring *ALL of it.***

She can bring her weight goals. Her sleep. Her strength. Her changing hormones. Her stress. Her responsibilities. Her questions. Her hopes for the next chapter of her life. And instead of receiving another list of everything she *should be doing*, she could begin to understand what she needs and what actually matters for HER. **Because knowing isn't usually the problem.** You probably already know quite a bit about taking care of yourself. Eat enough protein. Move your body. Strength train. Get your steps. Prioritize sleep. Manage stress. Drink water. You've read the articles, saved the recipes, followed the experts and purchased the programs.

And maybe some of them worked! Until your schedule changed. Your sleep went sideways. You traveled. Someone needed you. Work demands shifted. You got tired of tracking everything. The plan simply stopped fitting your body and the life you were living. **Then came that familiar thought...**

> "I know what to do. Why can't I just DO it?"

Here's something important to understand.

> Knowing what supports your health and consistently living those behaviors are two different skills.

Behavior change and lifestyle transformation involve more than knowledge and motivation. Our environment, routines, opportunities, confidence, resources and the people around us all influence whether a behavior becomes part of daily life.

A plan might be nutritionally sound or professionally designed and still be difficult for you to implement in your real life - consistently.

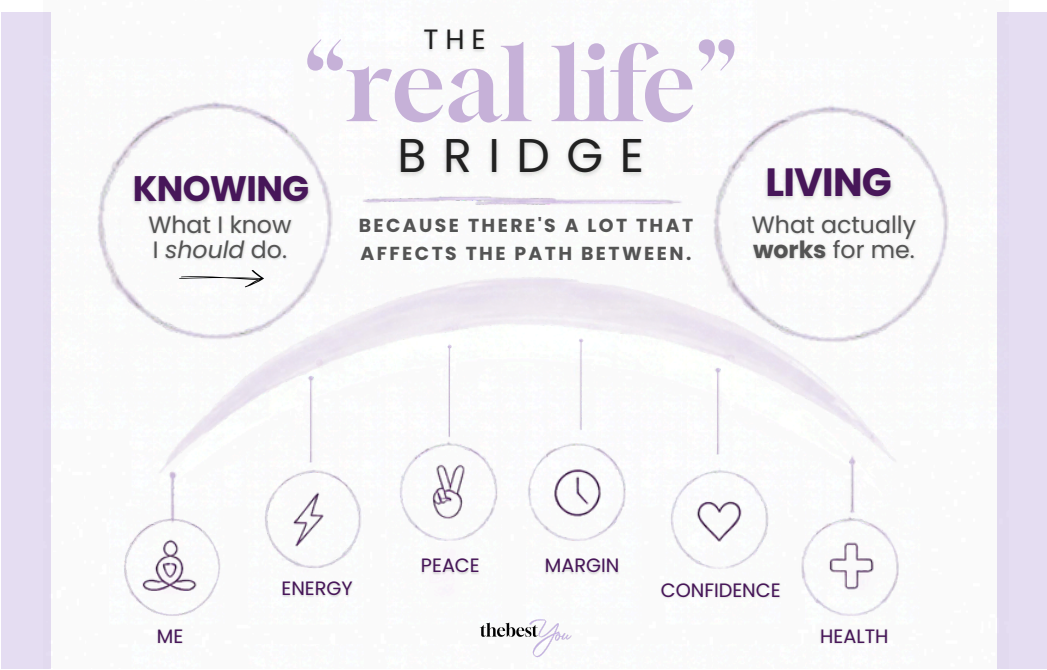
Think of it this way… like your closet. You can own a beautiful outfit that looks wonderful on the hanger. But if it doesn't fit your body, your lifestyle or where you're actually going to wear it, it's not going to be the outfit you reach for. Your health plan is similar.

It needs to fit the woman who's going to LIVE it.

Instead of asking, **'Why can't I stick to anything?'** what if we asked:

"What would make this easier to live in my actual life?"

That's a very different starting point.



MIDLIFE CHANGED SOME OF THE EQUATION.

Maybe you've noticed:

- Your weight is changing even though your habits don't seem dramatically different.
- You're waking during the night or struggling to fall asleep or get back to sleep.
- You don't recover from exercise or activity the way you used to - are more achy, tired and sore.
- You're tired, but your mind won't settle - thinking, planning, scanning, worrying, re-hashing.
- You're doing your best to take care of yourself while juggling a life that seems to require more and more of you.

And the things that worked beautifully ten or fifteen years ago to take 5-10 lbs off - don't work the same today. There are real reasons this can happen. During perimenopause, menopause, and the years beyond - hormonal, metabolic and muscular changes can influence sleep, body composition and other aspects of health and happiness.

Yes, hormones do matter and also muscle mass, physical activity, recovery, medical history, medications, relationships, stress and lifestyle matter too. These factors don't affect every woman in the same way and that's precisely why **a personalized, whole-woman coaching approach matters!**

And sometimes it's a conversation with a qualified healthcare professional about symptoms, medications or medical concerns. **This isn't about lowering your expectations for yourself because you're "getting older." And it isn't about blaming everything on midlife and beyond.** It's about recognizing that your body has changed. Your changing body isn't asking you to abandon your goals.

It's asking you to reconsider how you're pursuing them.

> We can honor the woman you are today while still moving toward the health and body you want.

WHAT IF WE'VE BEEN LOOKING AT ONLY ONE PIECE?

Let's say you came to me because you want to lose 25+ pounds. That's a real goal. And it's okay to want it. We don't make weight loss less important but...

> We make the woman pursuing it more important.

Because what if you're also exhausted? What if your stress is high, your sleep is inconsistent, you feel disconnected from yourself, and **there isn't much room left in your day for your own needs?** Another food plan or workout may give you more information. But it does not address everything affecting your ability to follow through for yourself. 💜

Inside thebestYOU, we widen the picture and look at six areas of the whole woman:

ME Who am I in this season? What matters to me? What do I need?	**ENERGY** How am I sleeping, nourishing myself, moving and recovering? What's draining me?
PEACE What's happening with my stress, emotional well-being and ability to feel steady?	**MARGIN** Is there actually room in my life for the changes I'm trying to make?
CONFIDENCE Do I trust myself to make decisions, adjust and keep going without needing to be perfect?	**HEALTH** What do I need to understand about my body, habits, physical health and appropriate medical care?

Those six areas are NOT six more things for you "to do" or fix.

They are six windows into the same woman... You.

And they help us see connections we might miss when we focus on only one symptom, one habit or one number.

Let me show you what I mean. Imagine a woman who wants to lose 25+ pounds. She's tried tracking her food, added more steps, cut back on snacks/treats/alcohol and is lifting weights.

She understands what a healthy lifestyle looks like. But she's frustrated because she can't seem to maintain it.

Now let's look at what an ordinary week actually feels like for her.

- She's waking up at 3 a.m.
- She's rushing through mornings and often doesn't eat much until lunchtime.
- By late afternoon she's tired, hungry and trying to figure out dinner - for everyone.
- She's been inconsistent with strength training because she's achy and feels exhausted by 6pm.
- And when she finally sits down in the evening, she's disappointed that another day didn't go as planned.

She thinks she needs a stricter food plan, more self-discipline, motivation and a new supplement...

but I have questions.

- What's happening with her sleep?
- Is she eating in a way that supports her energy, muscle, appetite and weight loss?
- Is her exercise plan appropriate for her current energy and capacity?
- What does she know about her changing body? Does she have recent labs?
- How much room does she have in her schedule in this season?
- Are there symptoms she should discuss with her healthcare provider?
- Who is she caring for? (young kids, young adults, parents, spouse)
- What has worked for her before?
- And what does she want?

See what just happened? We didn't dismiss her weight-loss goal. We widened the picture so we could understand what might help her pursue it.

That's what I mean when I say - "I coach the whole woman."

Not because everything needs to be addressed at once.

Because understanding the connections **helps us decide what deserves our attention first.**

SOMETIMES THE PROBLEM ISN'T THE PLAN. IT'S THE FRICTION.

Two women can have the exact same goal and need entirely different solutions:

- One wants to eat more nourishing dinners but doesn't know what to cook.
- Another knows exactly what to cook. Her problem is that she walks through the door at 6:30 p.m., hungry and exhausted, with three other people asking "what's for dinner."

The first woman may need recipes. The second may need a simpler dinner system.

Same goal. Different friction.

And that's why another generic plan isn't always the answer.

- Maybe you don't need seven perfectly planned dinners. Maybe three reliable ones would make Tuesday easier.
- Maybe you don't need more motivation to strength train. Maybe the hour-long workout you keep trying to fit into your life needs to become 20 minutes.
- Maybe you don't need another lesson about the benefits of walking. Maybe your shoes need to be beside the door and your walk needs to happen before the rest of the day gets a vote.
- Maybe you don't need to try harder. Maybe we need to understand what keeps making the thing you want to do so hard to live.

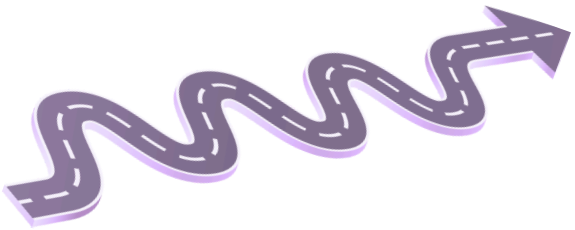
That's useful information. And once we see the friction, we can begin designing around it.

Goal →	Friction →	Better-Fit Solution
What I want...	What's getting in my way?	What works for my REAL life?

RETURN.

And when life *still* happens? Because it will...

- You have a busy week.
- You travel.
- You don't get to the gym.
- You eat differently than you planned.
- You lose the rhythm you had going.



This is where so many women decide they need to start over. I want to offer you something different. Have you ever missed a turn while following your GPS? It doesn't ask you to drive all the way home and begin the trip again.

It simply finds another way forward from where you are. I want you to learn to approach your health the same way. **RETURNing means coming back to what you know supports you without making the time you were away from it mean you failed. Simply RETURN.**

You don't have to punish yourself. And you definitely don't have to wait for Monday. You can simply ask:

01 : Where am I now?

02 : What do I know works for me?

03 : What's my next turn?

Then take your next best "turn." And when you do?

CAPTURE THAT.

Because every time you find your way back, you're learning something about yourself.

The goal isn't to become a woman who never gets "off track." It's to become a woman who knows how to RETURN to what supports her.

YOU DON'T HAVE TO FIGURE IT OUT ALONE.

If something in these pages made you think:

"Oh my gosh. That's me."

I hope you're beginning to see that you do not need another list of "things to do."



You may need someone to help you understand what's happening, sort through your options, and figure out where to begin, what works and how to return to you!

That's where coaching together can make a huge difference. I've spent nearly three decades helping people build healthier, stronger lives. **And I'd love to explore what *that* kind of support could look like for you.**

My background includes NASM certifications in personal training, corrective exercise, weight loss and senior fitness, advanced behavior-change training, and specific education in coaching women through peri/post-menopause and beyond.

And what I bring to our coaching relationship is more than health and fitness information. I bring experience, perspective, thoughtful questions, evidence-informed guidance, and someone in your corner along the way.

Together, we can recognize connections you might be missing, decide what matters most right now, and create changes that support your goals and fit the life you're actually living.

You don't need to have the answers before we talk. That's where we can begin.

Maybe you're thinking...

"Okay, I see myself in this. But I'm still not sure what I need."

That's okay. You don't have to know what kind of coaching you need, have all the answers, or get yourself "back on track" before we talk.

Just bring You.

We'll start with...
What's happening in your life and health right now?
What would you love to be different?
What might be getting in the way?

Then we'll explore whether working together could be the right kind of support for your next chapter.

No pressure. No obligation. **Just a conversation about** You.

LET'S TALK ABOUT YOUR NEXT BEST STEP

Schedule a private, no-obligation phone conversation with me.

Schedule My Free Conversation



Come as you are. Bring your questions. We'll start there.

Reading a printed copy?
Visit heathermeek.com to schedule your free conversation.