

THE BLUE JEAN BLUEPRINT:
YOUR STARTER GUIDE TO LOSING
PERIMENOPAUSE WEIGHT SO YOU CAN
SLIP INTO YOUR FAVOURITE JEANS
AGAIN!

By Kerry MacAdam, RHC



WELCOME!

I'm Kerry MacAdam...



... and I'm so glad you requested ***The Blue Jean Blueprint: Your Starter Guide to Losing Perimenopause Weight So You Can Slip Into Your Favourite Jeans Again***, you're going to love it and it will help you on your way to dumping the extra pounds!

Before I created the ***K.I.S.S. The Weight Goodbye - Perimenopause Weight Loss Solution*** Program, I was going along my merry way without much change in my weight. Sure, I'd put on about 5 lbs over Christmas, but who doesn't, right? By end of January I'd easily work off those extra pounds and be back to myself again. Although my diet wasn't always stellar, I kept a fairly close eye on my food and I exercised regularly... things were 'normal'. But over time, that merry way started to get bumpy and harder to navigate. Perimenopause symptoms starting appearing; hot flashes, brain fog... but they were manageable. Then my weight started to change - slowly at first - but then it felt like overnight I had packed on pounds that seemed to have come out of nowhere! My clothes were tight, I had little left in my closet to choose from; my appearance was taking a major hit, as was my self-esteem. I was frustrated that my normal way of life all of sudden wasn't so normal. Nothing I did seemed to make the scale budge. I increased my exercise to longer and harder sessions, I started to restrict and eliminate certain foods, I added herbal remedies that promised to "banish belly bloat"... I counted points, I counted calories, I debated if I should switch to KETO. I was desperate. I was mad. I started to feel hopeless.

I complained about my horrible peri-weight gain to some girlfriends only to hear a few of them say they packed on a good 15 lbs or more during perimenopause and *the pounds never came off!!* That made the hair on the back of my neck stand up! What?! Oh hell, no ... I'm not going to let that happen to me!

Needless to say, drawing on my training and knowledge as a Registered and Certified Health Coach, I already knew there was far more to weight loss than just diet and exercise. (Did you know you have a relationship with food? Well, you do!). I rolled up my sleeves and I created a program that works for women who want to lose weight in a healthy, sustainable, holistic way. No Ozempic in sight! ;)


I did the research, I tested the theories, I poured over medical reports, I consulted Holistic Healers, Medical Doctors, Dieticians and Nutritionists. I spent months on this program to make sure I was able to deliver something that I was proud to put my name to.

I discovered the solution and it when I took a step back and took a birds-eye-view of the program I created, I realized the solution is really quite simple. Which is why I included the acronym K.I.S.S. in the title, which stands for Keep It Super Simple, because it's really not complicated at all! This is fan-freakin'-tastic!

As someone who doesn't just talk the talk, I walk the talk too... I completed this entire program myself. Start to finish because I had close to 20 lbs to lose myself! And wouldn't you know it? By gosh, shortly after I started the program, I started to feel lighter, I had more energy, pounds started to slowly come off, I felt so much better about myself emotionally (and the mental and emotional shift was really the best part!). In fact, I lost more than I gained! Again... fan-freakin'-tastic!

I'm on to something here, this was a goldmine. I offered it as part of my 1:1 Coaching practice and I'm more than thrilled to say my Clients found success in the same ways I did! Hallelujah!

The good news for you is that you requested this Starter Guide! Now you have access to just 3 of the many components and strategies in the ***K.I.S.S. The Weight Goodbye - Perimenopause Weight Loss Solution!***



Would you like additional free resources to help you lose peri-weight in a healthy, sustainable way without pills, magic elixirs, crazy restrictions and beast-mode workouts? Silly question, because I'm sure you do!

My weight loss solution is sustainable and maintainable **throughout your life**, not just to lose the extra weight, but to manage your weight onwards!

It incorporates the physical part of weight loss (nutrition and movement) but more importantly, it uses a psychological approach as well. The relationship we have to food and our own bodies. Our mindset, thoughts and self-sabotage.

The added benefit of Coaching to a weight loss program offers different perspectives and approaches - more than just 'watching what you eat'. Coaching opens your world where you can peel back some layers and learn more about yourself. Why you eat the way you do, why you choose the foods you do, why you default to think a certain way.

Before I sign off... let me ask you: why do you want to lose weight? What's important about your reason to lose weight? Who will benefit from your weight loss and how will they benefit? On a scale of 1-10, how important is it to lose this weight so you can achieve your goals and reasons in those questions I just asked? Take a minute and think about these.

CLICK HERE TO JOIN my free Facebook group where you'll hang out with other like-minded ladies who all share similar struggles and goals. Community is key!

I can't wait to hear how ***The Blue Jean Blueprint Starter Guide*** helped you!

Here's to K.I.S.S.ing your extra weight goodbye!

Kerry xo



WHAT TO DO NEXT

If you're anything like me, then you want simple steps to follow and even simpler actions to take that will help you lose your peri-weight and make you feel like yourself again. Because we have places to go, things to do, people to see, right?? We don't have time waste!

If that's the case, follow the steps below for best results.

STEP # 1: Review the Starter Guide: get prepared for any nutritional changes you need to make (shopping, prepping, etc.)

STEP # 2: Join the free Facebook Group called: [Weight Loss Support for Women in Perimenopause](#).

STEP # 3: Plan ahead: put time into your daily schedule to incorporate the necessary changes into your usual routine.

If you have questions about the Starter Guide or about weight loss, you can ask them inside of the [Weight Loss Support for Women in Perimenopause](#) Facebook Group.

STEP # 4: Focus on the wins: it's easy to get distracted, off track and disappointed when you don't see results immediately. Remember that weight loss doesn't happen overnight and by focusing on the small wins, you'll keep yourself motivated to continue.

STEP # 5: Ask for help: if you want to get results faster, then ask for support! There's no need to go it alone! I work with women who want, and need, to lose weight so they can feel better about themselves and shed the frustration along with the pounds, through the *K.I.S.S. The Weight Goodbye - Perimenopause Weight Loss Solution*.

If you'd like more information about the Program, please email: kerry@kmaccoaching.com

Ok, now that you have the beginning steps to be successful, it's time to put them into action! You go, girl! KISS that weight goodbye!



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Subtle shifts will amount to big changes when you want to lose weight no matter what age or stage of life you're in. Consistency is key!

Healthy weight loss should be slow; and too much change at once will cause you to quit (almost guaranteed). I don't want you to quit! So here's just 3 strategies to get you started on your weight loss journey:

1

H2Oh!

We all know we need to drink water. To function properly, all the cells and organs in our body need water. Water can be boring, I know, but look at the perks that come with your glass of H2O:

- It helps flush out toxins (who wants to keep those, right?!)
 - Water lubricates our joints; no more creaky knees
 - It helps to control hunger and cravings - need I say more?
 - Water helps balance your blood sugar (sounds boring, but vital)
 - It keeps your skin hydrated; who doesn't love dewy skin?
 - Water delivers oxygen through your body
 - It helps maintain your blood pressure (high BP is no fun!)
 - It helps your kidneys function as they should
- to name just a few benefits.

Now that you know *why* you need to drink water - how *much* water should you drink each day? Well, here's the simple math:

Take your weight in pounds, divide that number in half. That is the amount of water you need to drink in ounces per day.
(Ex. 180 lbs / 2 = 90 ounces of water per day.) Cheers!



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2 Protein

Want to lose weight? Then show me the beef! (Or tofu... whatever floats your boat!)

So what's the deal with protein, "what's in it for me?", you ask. When it comes to weight loss, medical research shows that an increase in quality protein will make a remarkable difference in healthy, sustainable weight loss (notice I say 'quality', I'm not suggesting a Big Mac patty is a good source of protein!).

Try to include a protein source at each meal. That doesn't mean you're having steak and eggs or bowls of lentils continuously. Thankfully, there's a wide variety of quality protein sources. Ex: lean meats, Greek yogurt, eggs, fish, legumes/beans, cottage cheese, rye bread, rolled oats, mixed nuts, etc.

Protein:

- Maintains healthy bones and muscles (it's going to 'pump you up!')
- Satiates you longer and keeps you feeling full
- Boosts metabolism and burns fat (read that again, woo hoo!)
- Helps your body repair muscle fibres and tears

... and more!

Women should aim to consume about .9 g of protein per pound of bodyweight each day. Ex. 150 lbs x .9 = 135 g of protein. A safe average for most women would be consuming 110-150 grams/day.



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3 Get Moving!

It's simply not possible to lose weight without some form of regular movement - sorry, we can't escape a sweat session!

I totally get how daunting, stressful or a chore regular exercise can be. But the good news is it doesn't have to be beast-mode sessions 5 times a week! In fact, it shouldn't! Phew!

Physical activity is one of the most important things you can do for your health. Being physically active can **improve your brain health, help manage weight, reduce the risk of disease, strengthen bones and muscles, and improve your ability to do everyday activities.** Wow eh?

If you're a newbie, start slow and work your way up. No sense diving in with both feet only to quit two days later because your muscles are so sore you can barely move, right? Surefire way to toss in the towel.

Monitor how you feel; any new aches and pains, can you talk easily during the activity or are you winded, do you feel good and can do just a bit more/longer?

Your starting goal is to aim for at least 20-25 minute sessions, 3-4 times a week and slowly work your way up. Cycle, walk, climb stairs, low-impact cardio, strength train, yoga, gardening... it all counts!

Insider tip: To lose weight, focus on strength training over cardio!



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Medical Disclaimer:

The information provided in this document, “The Blue Jean Blueprint: Your Starter Guide to Losing Perimenopause Weight So You Can Slip Into Your Favourite Jeans Again”, is designated to provide helpful information on the subjects discussed.

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