



THE MIDLIFE
MENTORS



THE MIDLIFE RESET

8 WEEK

PROGRAMME INVITE





We are thrilled that you want to learn more about The Midlife Reset.

Here's the background story...

In 2012 we launched our award winning fitness and wellbeing retreats business **Thirty Eight Degrees North**. Over the years, we met thousands of midlifers who'd reached a point in their lives where they felt unfulfilled, overweight, unhappy and anxious. Many had prioritised their careers and family above themselves for longer than they can remember, and their health (and happiness) had taken a backseat.

Some felt as though they'd lost their self identity and asked themselves - is this really it? Maybe the best years of my life are behind me?

Being midlifers ourselves, we desperately wanted to support people through this challenging transition and offer the tools they needed to reclaim control over their body, mind and life without making huge sacrifices.

Looking around - all we saw were solutions that worked in isolation. The fad diets, the gruelling exercise plans, the quick fix supplements or coaching/ therapy options. Nowhere offered an approach that considered the 'whole' person in a holistic way - physically, mentally, emotionally and spiritually - which would allow them to reach their optimum potential.

Given our background spanning psychology, stress management, NLP, hypnotherapy, coaching, fitness, nutrition and hormones, we knew we were in a unique position to create something revolutionary, that was evidence based and results driven.

What's more, other options failed to adapt their solutions to the distinct challenges midlifers face, such as hormonal and metabolic changes, lifestyle factors, stress and limited time. The truth is, at midlife we need a very specific approach and something different to what used to work when we were younger. So much has changed for us, and in order to get long term results, we must do things in a new way. When we created The Midlife Reset we wanted to take all the pieces of the puzzle and put it together. We wanted midlifers to walk away with a toolkit for life.



The Midlife Reset utilises 6 key pillars of midlife health and happiness. Without ALL of these 6 elements dialled in, we cannot reach or maintain the physical, mental and emotional results we seek.

THE SIX PILLARS TO THE MIDLIFE RESET



Exercise

This science based approach to exercise optimises muscle and bone strength, cardiovascular health, endurance and a leaner physique.

Short, effective and designed specifically for the mid life body with optimised recovery for results.



Nutrition

Sensible, sustainable nutrition that allows flexibility, balance (and alcohol!). No short term fads – just empowering you with simple steps to nourish your mid life body from the inside out and make sustainable changes for life.



Hormones & Metabolism

As we age our hormones change. Exercise, nutrition & lifestyle should be adapted to ensure we stay mentally and physically fit for life. This means learning to work in line with our hormones, not against them for sustainable success.



Success Mindset

Stress & anxiety is incredibly detrimental to physical health. Utilising our backgrounds in NLP and Psychology you'll learn practical mindset tools to implement for sustained success.



Emotional Wellbeing

The body responds to our thoughts. Feed it well and it responds with vitality and energy. We provide techniques to build positivity, gratitude and joy so you can truly celebrate mid life.



Mentoring

Accountability is what turbo charges your success. When we are accountable to someone you are far more likely to succeed. Be supported via our app, private groups & your own tracking tools.



The Midlife Reset

The Midlife Reset has been developed over the past 10 years – backed by years of research, experience and client transformations – that's had a profound and lasting impact on the lives it's touched.

The science based method promises strength and resilience in body, mind and emotional wellbeing– giving clients the ultimate step by step toolkit they need to regain control, reduce stress and dramatically improve their quality of life.

Claire & James continue to be a force of truth and integrity in the health and wellness industry – demystifying the fads, fake promises and pseudo science that plague our news feeds.



...So if you're sick of battling with your body, feeling uncomfortable in our own skin and avoiding mirrors. If you're tired of your unhealthy relationship with food, can't seem to get traction and want to get through the days with energy and enthusiasm - read on...

This integrated method is based on science and backed by huge results. No fads. No fake promises. No restrictions.

You can say goodbye to diets and generic approaches and embrace a path to wellness that caters to your changing body and life stage, ensuring a renewed sense of well-being.

- Imagine knowing with certainty that you can follow an exact plan to create the results you've always wanted, but never thought possible.
- Imagine the FREEDOM and relief of knowing you can achieve long lasting health and happiness – as well as feeling empowered to maintain momentum.
- Imagine showing up as your best self and stopping the soul destroying all or nothing approach for good.
- Imagine feeling optimistic that the best years of your life are ahead of you.



If you can FEEL this resonate within you, but you have no idea how to make it happen yet, The Midlife Reset is for you.

This is about saying a huge YES to yourself and claiming the life you deserve.

It's about playing a bigger game with vitality, passion and purpose.

If you feel like there 'should' be more, it's because there is.

When you give yourself permission to prioritise your health and happiness, magic happens.

Over the 8 weeks we work together, you'll get...

1. Nutrition Coaching to empower you with the knowledge you need for life. We do not give you a meal plan. We coach you through a process so you understand your eating habits and know how to make small changes that create huge results. Building a better relationship with food is the ultimate goal and we show you how.
2. A midlife movement plan specifically for the midlife body. You can know with confidence that experts Claire & James have years of experience building progressive, results driven programmes that work in line with your hormones, boost your metabolism and ensure you feel leaner, lighter, stronger and fitter.
3. Mindset coaching to shift the internal belief systems that hold you back. You'll learn how to reprogramme your mind for long term success - not just on your health journey, but for life. These are tools that result in a more confident, in control and powerful version of you.
4. Habits shift coaching. Throughout the programme you'll learn how to change unhelpful habits and behaviours so you maintain momentum and motivation. You'll understand triggers, new responses and live a more balanced life.
5. Accountability and support. This is the secret sauce to success and you'll have it in bucket loads. We often fail to maintain momentum because we're trying to piece it all together ourselves and go it alone. There is nothing more powerful than having a support network of experts, cheering you on and shining a light on what's possible - especially when you've lost faith. You'll have weekly group coaching calls and weekly self assessment check ins. No questions will ever go unanswered when we are on your team!
6. Access to a private Facebook group where other people are on a similar journey. When you're looking to change, there's nothing more important than being in an environment that inspires you to be the best you can be.

Q&As

What type of person do you work with?

Our clients are busy professional men and women aged between 40 and 65 who want to regain control of their lives, transition to a healthier lifestyle and feel comfortable in their own skin – without huge sacrifices.

Often what they used to do no longer works, they're struggling to lose weight and feel frustrated with the yo-yo dieting and lack of progress. They want to increase their energy levels, feel less tired and keep up with the demands of life. They feel now is the time to bring balance and harmony to their lives and understand the importance health plays in their future happiness.

Our clients range from busy mums and dads, to successful entrepreneurs, to senior corporate executives. One thing they tend to have in common is that they're time-poor, feel overwhelmed and are sick of their all or nothing approach to their mental and physical wellbeing. They want something sustainable and life changing.

I am really tight on time - will this still work for me?

Absolutely. One of our mantras is less is more! That's because we apply science to everything we do, including workouts. So short, effective exercise is the absolute focus of our approach. We've had people running multi-national companies across different time zones succeeding because they found our approach so easy to integrate into their lives. Also remember this is about coaching you to create a lifestyle you can sustain so the results and knowledge are yours for life.

You'll need a maximum of 20 minutes twice a week to begin with for HIIT and a couple of times a week you'll be doing resistance training which will last approximately 30-40 minutes. The rest is drip fed throughout the programme so it's in bite sized chunks.



Do I have to follow a specific diet?

No! We're totally opposed to "diets" and won't get you following a strict meal plan. Simply following a diet or meal plan won't educate you on how to integrate healthy eating habits into your every day life. Our programme empowers you via 8 weeks of nutritional coaching to make balanced choices for your goals – while still enjoying the things you love.

We'll coach you through changing your relationship with food. You'll begin to make consistent healthy improvements that are sustainable and that will get you the results you want.

This is about long term change so you can enjoy life with confidence – knowing how to fuel yourself and not beat yourself up over those splurge meals or drinks.

What if I travel a lot for work?

Many of our clients travel a lot for work and the beauty of this programme is that it's on demand. It's designed in a way to get maximum results in 8 weeks or less and you have the ability to reschedule things if needbe. The best thing is you don't have to think - it's all laid out for you day by day, and you can just live your life, trusting in the process.

What's more, our method gives you easy hacks to apply wherever you are, under whatever circumstances, giving you a huge amount of confidence, balance and self trust.



Who do the programmes work for?

Our programme works for busy people over 40 looking for a total reset from the inside out. It's for midlifers looking for a convenient, flexible, simple approach that helps them regain control of their body, mind and life and for those wishing to feel a sense of positivity and excitement for the future.

This plan has given mid lifers the toolkit for long term, sustainable health and happiness. The accountability and focus it provides gets phenomenal results.

Of course – fat loss and muscle toning is great and this plan delivers those results, but The Midlife Reset is so much more than training and nutrition.

Our qualifications and background span psychology, coaching, stress management, NLP... so it stands to reason we educate clients on the internal shifts necessary for sustainable change.

The one thing most approaches fail to address are the mindset and emotional wellbeing strategies. This is the fundamental difference of The Midlife Reset to everything else out there. You'll understand how to manage your emotions, build mental resilience and reach your fullest potential.

How quickly will I get results?

Everyone is different, and everyone is starting from a different place, so this is hard to answer. The more you adhere to what we show you – in mind and body, – the faster and better the result. However, this is a lifestyle shift not a quick fix. Quick fixes never last. And remember – this is a marathon, not a sprint – so try to avoid comparing yourself to others.

Some clients will lose half a stone in the first 2-3 weeks. Some won't see much change for 4 weeks but then accelerate towards the end, finishing with a weight loss of over a stone. What ALL clients see after 8 weeks are significant losses in body fat, huge increases in energy, confidence, strength, vitality and positivity.

Please check out our [Happy Clients](#) section to see what real people just like you have said.



Do I need to be fit already?

No, absolutely not. There are options for everyone from complete beginner to intermediate and higher levels of fitness. We've spent years designing tailored approaches for the midlife body and they get results fast, because they are based on science. Everyone can do this!

I've done lots of programmes and diets in the past - and nothing's worked. Why will this be different?

This is different because it's NOT simply a workout and eating plan. It's so, so much more. It's for people who are sick of self sabotage and the all or nothing, yo yo approach and want to change their health and happiness for good. This is about learning the life skills to change habits, maintain motivation and live your best life.

It's a complete inside out reset, where you walk away empowered with the knowledge and self belief to reach your highest potential.

We also offer ongoing support for accountability purposes and we're proud to say we still have clients with us after two years – not because they need us, but because they love being part of our community.



What are your qualifications?

We'd rather be judged by our life changing results but we also know qualifications matter.

We not only have a wide range of qualifications (see below) between us, but more importantly we have years of experience in the field of mental and physical health – three decades combined in fact. We don't just know why things create change, but we know how to apply it.

Between us we've trained thousands of clients and as well as both being qualified Personal Trainers we have qualifications including a Masters in Applied Psychology, Stress Management Consultant, Mastercoach, Personality Profiling, Neuro Linguistic Programming (NLP), Sports Nutrition, Hormone Specialist, Gut Health Specialist and Menopause Specialist... It's understanding how all these parts work together holistically for lasting success.

We're also mid-lifers ourselves, and this is how we live our lives. Plus we're able to bring a balanced male and female perspective to all we do.

So how does the programme get delivered?

Once you sign up you'll download your Midlife Mentors app. Everything happens in there. It's all scheduled for you so you don't have to think about a thing: workouts, progress tracking, habit coaching, nutritional coaching, mindset workshops...and accountability check ins.

All you need to do is look at your app each day to see what you're doing.

It's on demand on any device – so if you're tight on time you can do workouts and workshops whenever they suit your schedule. This is what clients love – the balance between structure AND flexibility.

What about support?

We're like a coach in your pocket- always there for you every step of the way! Plus we host group calls every week on zoom for the main programme for you to ask questions and share wins and challenges. These are like gold as they're an opportunity to be coached on the spot by Claire & James. If you can't make the call we send out the recording.

We also have our fabulous private Facebook Group where other clients hang out and where we hang out, answering questions, helping you with challenges and celebrating wins.





Why would I not be successful?

Simply put - if you don't put into action the steps we take you through.

What's the investment?

You can get started now for just £750 (\$900)

Or you can pay in full - £1499 (\$1799) and get access to an amazing **Nutrition Bundle Bonus** which will help you overcome sugar cravings, navigate super market shopping and empower you to regain control over your eating habits.

How do I secure my place?

Simply hit the below link and you can get started straight away...

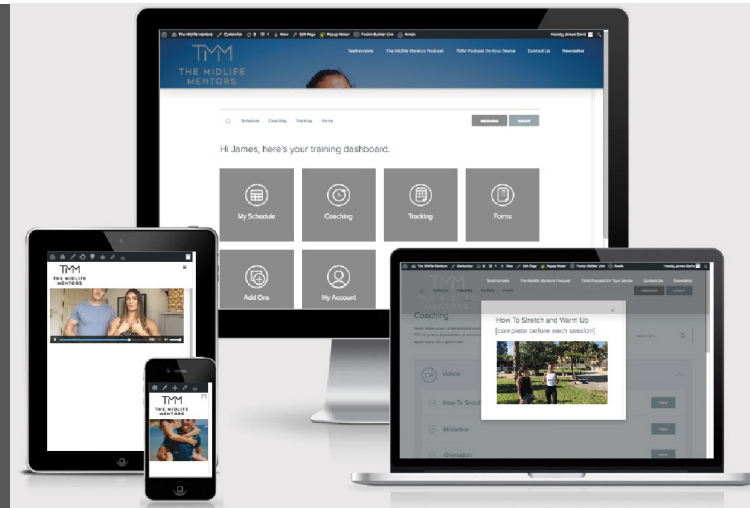
<https://themidlifementors.com/go>

Or if you have questions book a free call with us:

<https://themidlifementors.com/freecall>

We're SO excited for the possibilities for you.

Chaire & James x



ELLE

THE TIMES
THE SUNDAY TIMES

GRAZIA

NATIONAL
GEOGRAPHIC
TRAVELER

Daily Mail

Mens Fitness

INDEPENDENT

marie claire

Condé Nast
Traveler

Evening Standard

