



Karen McCoy, 63
Creator, Coach, Lifestyle Athlete

A unique 16-Week Body Transformation Program!

**A non-mainstream, unique approach to lose fat, build health,
reverse ageing, nourish our spirit and *look and feel amazing!***



The journey of 1000 miles begins with one step...
—Chinese proverb

Do you know why the 40+ woman is not being served in today's wellness spaces?

There are 3 main reasons:

- 1) The 40+ woman's body and needs are **unique**, with ageing, metabolic and hormonal changes that need to be understood and managed with expert care.
- 2) Our bodies **are different at this age** and most trainers and coaches don't know how to effectively work with us.
- 3) She is looking for a deeper, more meaningful life...her Purpose, shifting out from the 'roles and responsibilities' of the first half of her life, and going deeper into ***Who She is Becoming***



Let's go a bit deeper here... does this sound like YOU?

- Are you successful in other areas of your life, but you just can't seem to slay this weight loss / body transformation thing?
- Has your metabolism slowed down over the years?
- Do you find that what worked before doesn't work anymore?
- Are you doing Keto, Fasting, Weight Watchers with no results?
- Are you an emotional eater?
- Do you have unresolved or chronic stress in your life?
- Is your health in peril?
- Are you on an exercise program but not seeing results?
- Do you hide from family photos, preferring to take the photo instead of be in it?
- Are you wondering at this age....'is this all there is'?



It's time to step away from Mainstream...



A reunion of local Warrior Woman, 2016, my place on Vancouver Island, BC Canada



Meghan Marie, down 60 pounds thus far...

What would it mean for you to live strong, lean, shapely, healthy, and happy?

Our *Over 40 Mastery Lifestyle Program* is an exclusive program for women who are wanting to truly change their bodies, and to age beautifully, with confidence, health, pride and energy!

We guarantee that if you commit and follow the Program as laid out, with its hybrid coaching style consisting of both 1:1 and group work, you will lose the weight, create a healthy relationship to food and exercise, and of course, tighten and tone your body and maintain this for the rest of your years.



Hundreds of women that have reached their physique success with us is our Proof!

We put our HEARTS into it!

Our heart-centered approach is unique to our Mastery program. If a woman is out of touch with herself at the deepest level, she cannot make the deep and lasting changes within her psyche that enables her to reach a successful body transformation. Or she may attain weight loss / body transformation success, but she can't sustain it because of the 'pull' to go back to that comfort zone, where she was living from prior to the change. This is the missing link that we fuel for women - a changed mindset leading to a sustainable body shift.

When you are operating from our spirit, from true self love, and we practice self care, living lean and strong and ageing beautifully is simple. We begin to live from the highest place possible – in gratitude, awareness, ease and flow. THIS is what a successful *and* sustainable transformation looks like. And this is what our clients walk away with.



After years of suffering in ill health, I learned to heal my body and spirit with food, exercise, and mindset practices.

Today, I live healthy, lean and strong in all ways. Ageing is a gift, and one that we must enjoy each and every day.

Karen and her son, Tristan, who lives with muscular dystrophy

[Watch our Mastery Video HERE!](#)



Your previous failed attempts are NOT your fault....

You've tried to lose weight before, you've petered out on your exercise plan (or there's no real strategy or consistency), and you are feeling despondent and frustrated, right? **It's NOT your fault!**

You're just caught in a LOOP is all. Your psyche is preferring to keep things the way they are, is all. THIS is how we are built! So we have to work from the Inside Out, to shift our beliefs from the inside, and this forms the framework our program (this is the part that our clients say they LOVE!).



Because we *can't* have a physical transformation without an emotional one.

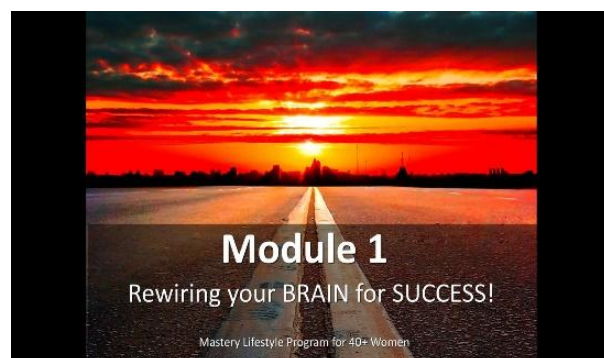
THREE major SHIFTS that our successful clients ENJOY.....

1 – Living in a lean, shapely, healthy body! Our clients learn science-based rules around food, metabolism and movement specifically for 40+ women. Our needs ARE different, and so too must our approach to these important aspects of crafting a body that we love! **It's time to get Clear and get Real as ageing 'vintage' 40+ women!**

2 – Resetting their Body *and* BRAIN: Our **7-day Metabolism Reset** gets the body back into homeostasis (balance) and cleans out the 'debris'. It's rooted in Chinese Medicine wisdom (living in tune with Mother Nature), and creates a strong, robust and resilient metabolism and strong immune system for life. It's simple and easy!

We then **re-wire the brain**, uprooting unconscious, self-limiting beliefs and habits that have kept clients in a loop of failed attempts for years, never reaching their body success. Then through a unique process, we help insert fresh beliefs and an expanded self identity that creates a framework to fuel fresh habits that lead to a successful body transformation!

3 – High-Level Coaching. Our coaches are expert leaders who are skilled at 'Big C' coaching, a skillset reserved to those who have devoted years to perfecting this expertise. (Sadly, that trainer in the gym is often not skilled or certified in Coaching, AND they don't know how to work with us 'vintage' women).



What's Included in our Mastery Lifestyle Program?

- **Mastery Modules:** Videos and resources lead clients through the fundamentals of food, movement and mindset OUTSIDE of mainstream. Unique, fresh, and easy to apply!
- **Individualized Food Plan:** We build it for YOU, with macro's, timing and portions laid out!
- **7-day Metabolism Reset** –to immediately reset your metabolism! A MUST for success!
- **Weekly Q and A's / MASTERMIND Zoom classes:** to keep you on track and moving forward in your goals!
- **Re-wiring your Brain DETOX:** We uproot self- limiting beliefs, inserting empowering ones!
- **Private MASTERY Facebook page.** Where we all hang out, learn, grow, and share.
- **E-books** on Macro's, Menu Plans, Anti Inflammatory foods, How to Train and more!
- **Weekly Accountability check in's:** to keep you on track and accountable!
- **1:1 Coaching with our 3 coaches:** We're here to support you in your weight loss, health, physique and personal goals at all times!
- **Empowerment Coaching with Karen:** To live present, aligned and connected.
- **At-home and in-gym programs,** based on your equipment, fitness level and goals. Always fresh workouts, to ensure you are progressing in your physique goals.
- **Hormonal support.** On-going webinars and expert advice with our hormone expert, Kelly.
- **The Alumni Program** – for graduates to continue the Journey for as long as you wish!

"I finally met a coach that is female and has walked the walk and lived it in her own life and that is so rare.



You can have a great trainer, but if they don't have the understanding of our bodies at this point in our life, you're not going to get to where you need to be. I have a lot of confidence in Karen. I am so grateful for Karen.

She's lived this her entire life. It's amazing. I don't know of anyone else doing what Karen's doing!"

- Jennifer Bursey-Foo, 58, Newfoundland, Canada, down 18 pounds, trains 4 days a week on a body-shaping workout. She has cut out time-consuming cardio sessions and she's living *below* her goal weight of 132, now a svelte, 129 pounds and 21% bodyfat!

Our GOALS for you on this Program are simple....

- To get your **metabolism** back on track and burning fat.
- To lose the **excess weight** for good!
- To never have to suffer through another **diet ever** again.
- To up-level our energy, frequency and vibration (yes, we're a bit woo woo).
- To **manage stress** so your body can begin working FOR you, not against you.
- To maintain healthy **biomarkers** - cholesterol, blood sugars, thyroid etc.
- To work through **emotional triggers** that cause you to binge / restrict food.
- To have a healthy, respectful relationship with food (**Food Freedom**).
- To put to rest your **personas** (archetypes) that are sabotaging your best efforts (Perfectionism, People Pleasing, Fixer, Busy Bee, Addict, Rebellious Child)
- To **age well** with beauty, confidence, clarity and purpose!
- To live with **self love**, joy and bliss each and every day, in a body that you love.

We have much work to do together, ladies....



Female Empowerment Coach (S.W.A.T. Institute)
Fitness Coach (BCRPA)
Sports Nutritionist (CSNA – Master's Level)
Yoga Fitness Leader (Hatha)
Masters Figure and Physique Competitor (1991 – 2013)
Menopause Hormone Coach – 2 certificates (Girls Gone Strong and Dr. Stacy Sims)
Shaman Practitioner (trained under Sharon Van Raalte)
Bach Flower Practitioner, Level 1
Master Reiki Practitioner
Mindfulness Meditation Coach
Published author – *One Rep at a Time* (Agio publishing)
B Journalism, with honours



To learn more about Karen....

Facebook: <https://www.facebook.com/karenmccoycoaching>

McCoy Fitness Facebook: <https://www.facebook.com/McCoy.Fitness>

Private FB group: [Built to Last: Body, Mindset, Spiritual hacks for 40+ women.](#)

Instagram: <https://www.instagram.com/karenmccoyfit>

YouTube Channel: <https://www.youtube.com/karenmccoyfitness>

Podcast: <https://karenmccoy.buzzsprout.com/>

This program is so diverse and all inclusive...you truly go deep and you teach such incredible lessons, helping us to reclaim our Power and our life! It's truly not like anything out there, and has gone way beyond my expectations. I not only lost the weight and got rid of the on-going 'next diet' mentality, I have learned so much about myself and am learning to master my health and life with such clarity and purpose. Thank you Karen! This Program was like a breath of fresh air. I truly, truly needed this in my life! – Melissa Hardridge, Tennessee

Our Coaches

Karen McCoy has been in health and wellness for 40 years and wears many hats. She has built her unique Warrior Woman training programs with a keen eye and a strong commitment to 40+ women and all her physical, nutritional, mental and emotional needs.

Karen has worked with thousands of women over the years, having always known that her life's purpose was to serve and support women on all fronts - physically, mentally and spiritually, to live the best life possible.

She lives on beautiful Vancouver Island, BC Canada with her husband Neil, her son Tristan, and her Retrievers.



As a practicing registered nurse, a certified nutritionist and life coach, **Natalya Hramova** has spent almost two decades helping clients achieve their health goals.

Natalya incorporates mindfulness, stress reduction, and energy healing to help clients find their deeply hidden blocks to success, leading to self-discovery and awareness. Natalya's rare combination of health care practice, coaching skills, and nutritional knowledge create a unique approach to health improvement that provides clients with effective and sustainable results.

Whether a person is looking to lose weight, manage chronic illness, or simply improve their overall health, Natalya creates healthy, balanced food ideas that build health, while empowering clients to make significant changes in their lives.

Jenn Stevens is a Lifestyle and Mindset coach with McCoy Fitness, and her background is in adjudicating mental health claims, including trauma and sexual assault for provincial workers. She has experienced her own transformation in losing nearly 100lbs through Karen's programs and coaching. Beyond the weight loss and metabolic changes, Jenn is passionate about guiding and empowering women to discover their True Self so they can step into a full life and body they can be proud of!

I believe fiercely in authenticity and vulnerability and the beauty of letting go. It is in the becoming that we find the beautiful, because the true growth is the space in between, in the letting go and learning and growing from within.



Kelly Nolan is a pharmacist & women's health expert of 30 plus years. She is also the CEO & Founder of Avita Integrative Health. Kelly has recently joined our team in 2023 to support and educate women through the *changing years*.

Her extensive expertise in women's health and specialized training in saliva hormone testing provides women with a very powerful tool & customized solutions to balance hormones and overcome their worst menopausal symptoms.

She has treated clients with Integrative Medicine and pharmaceutical grade natural supplements to provide a foundation to support their hormone imbalance and to address a variety of health concerns.



Over 40, Mastery Lifestyle Program for Women

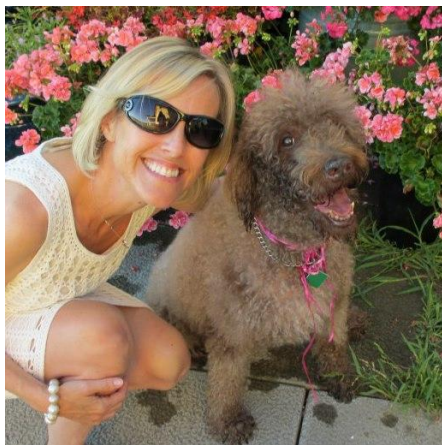
Offering women over 40 a non-mainstream, unique, soul-centered way to lose fat, build health, reconnect with spirit, embrace ageing, and look and feel amazing!

For more information, please visit our web site at
www.karenmccoycoaching.com

Any questions, please contact Karen directly at
karen@mccoyfitness.ca

Testimonials and Celebrations!!

The Program is an excellent mix of nutrition, training and mindset coaching, with all three aspects being very important, because you can't expect progress without the combination. I was down 10 pounds in 10 weeks, and 17 in total. I don't late night binge anymore, I have created 'tolerable hunger', resulting in set meal portions and timing, my metabolism is strong, and I feel strong! I love the MET workouts. I think they really helped me to lose the weight! Thank you Karen! – **Susan Zedel, Brentwood Bay, Vancouver Island.**



"The Mastery program was a lifeline that pulled together all the important parts to learn about the aging female body. How to keep it strong, how to feed it, how to work through the changing hormones, metabolism, physical changes. And then the bonus of having a healthier mindset and how to look at things from a new perspective, how to stop and ask why something triggered me, why does it matter? I've truly appreciated this Program! My suggestion to anyone heading into this program.... Keep at it. This program is a gift that we all want and have showed up for! It is a Gift that keeps on giving! Karen is the safest place to learn from and grow. And at first, I resisted the empowerment work, thinking it wasn't

that important. Now, I love it! – **Melissa Sands, Victoria BC**

"The program is unique in that it is two fold: There is strong coaching for a physical transformation with lessons in nutrition and exercise for the 40+ woman, as well as coaching and mentorship to awaken and support an empowered transformation in your life. This Program has been an absolute pleasure for me to be involved with. I look forward to the weekly coaching calls, I'm always taking notes, and I am grateful for you in my life. I have enjoyed the whole process. You are a very very dedicated individual to your craft, Karen, and very easy to speak to and you certainly have the understanding as women of our age,years ago, going to a Personal Trainer, he was a very confident trainer, but as you say, 50 is 50 and you have to honour where you and your body is in your life, and what you're going through, and they don't get that. I feel like I have gone through a lot...and I feel I have a lot to look forward to, in terms of my own personal growth". – **Jennifer Bursey-Foo, Newfoundland, Canada**



[Watch our Mastery Video HERE!](#)

"It's an awesome program! Over time, I've lost almost 100 pounds and feel strong and sooo confident! And the one on one Empowerment coaching rounded out the food and exercise piece so beautifully, and I got more out 3 coaching calls with Karen than I did in 1 year of counselling! I strongly suggest every woman get on board with this program. It is a game-changer, and a GIFT!" – **Jenn Rose, down 80 pounds and living a life of freedom!**

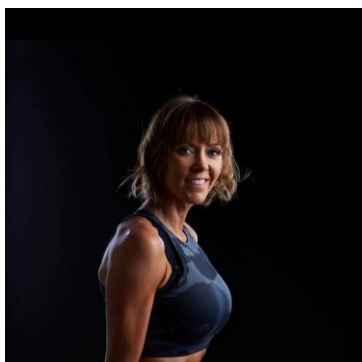


"What I love about this program is its valuable structure and strategy, and on-going support for life and body transformation, specific to women over 40, provided by a knowledgeable, caring and skilled dynamic leader who is fully invested in the people she coaches (Karen!). I have met milestones in this program with results that I have not been able to achieve in years. I am back on track! I have come to know and accept ME!" – **Joanna Depencier, Ontario Canada. Down 15 pounds and continuing the journey into self love, intuitive eating, and loving her body again!**

"This program was my birthday present to myself, for my 70th birthday! It was time for me, to put me first, and to really move in and let go of all the things that weren't working for me. With now structured eating, proper macro's (I needed way more protein) and a great exercise program that worked around my back issues, *I lost 50 pounds in 20 weeks, from 176 pounds to now 126 pounds.* My clothes are hanging off of me, and I have to take in my bra! LOL! And the Mindset piece was what I loved, because this has always been important to me in my life. Totally fulfilling. I have no need to stray!" – **Colyn O-Reilly, Edmonton Alberta**



"I've trained with Karen McCoy for 12+ years. Her program is solid, it's never been about following trends. It's work, and it requires commitment by you, but that's the secret to its success. She changes bodies and lives!" – **Jessica Weirmier, Saudi Arabia**



"Thanks so much Karen for your amazing coaching. It helped me more than you will know. All your material makes sooo much sense. I listen to it all...the Q and A's, the Monday Mindset, all! The training and eating lessons were huge, but the empowerment coaching really blew it out of the water! You are an amazing strong woman. I am so glad I found u!! I've had coaching before, but not like this.

Workouts are awesome too. I feel so much better in all ways, and I don't even think about the (once) stressful situations in my life! **Shar Kaczmar – Saskatchewan – down to a slim 18% bodyfat!**

www.karenmccoycoaching.com

She had a sluggish metabolism, improper exercise, and buying into trends...

Kristen Vogt, 50, is a personal trainer who came to me because she was frustrated with her weight. She had tried for a long time to lose the weight, but nothing seemed to work. In my initial assessment, I found that Kristen's metabolism had become 'soft' and not very responsive, so it was important that we slowly bring it up to snuff. This was hard, as Kristen was still very much focused on the weight loss, which wasn't happening for a few weeks. But I reminded her of our mantra - "metabolism first, weight loss second." There is no magic food or menu plan that can 'boost' your metabolism. It takes time, patience and proper guidance to bring it back up, and I reminded her of this over the course of the next few months.

Kristen had fallen into the trendy 'low carb' trend (trends are trends, they are NEVER long lasting or sustainable). She was lacking in energy, which impacted her training (and hence her shaping results), and she often felt hungry and cranky. I studied her eating over many weeks, with pictures and logs. I made small but important changes over time, so I could learn how her metabolism and biochemistry



worked. We strategically re-introduced carbs into her diet, and we also upped her protein. Her calories, overall, remained the same.

Her weight training routine wasn't really in line with her goals

either (she wanted more sculpting), so we brought in a 3-day *split routine*. We also initiated a **weekly Refeed** that allowed her to go all-out, eat her favourite food (burger and fries on Friday night!) which strengthened her metabolism, and increased fat loss, a great eating strategy for the right person.

To date, Kristen is down 5% in bodyfat, down 20 pounds, she has lost 16 inches, and she is now losing a pound of fat a week. She is strong in the gym, and rarely feels tired or drawn out anymore.

"At first, I was really just focused on the weight loss," admits Kristen, because she had struggled for so long. "Surrendering completely and trusting the process was hard, but I knew it was necessary." It took about 4 months before her metabolism was back in balance, and her body could finally 'let go'.

"I had to learn there is no magic bullet, no magic pill. It is not inevitable that you will gain weight as you age, but there are things you have to do. You have to be consistent and you have to manage your food. And I went away from that, admittedly. I love my carbs, I feel strong and energized in my training, and I feel great!"

"It's so much more than weight loss, and exercise, that's what Karen taught me," says Kristen. "You have to think of yourself as a whole, and consider what is getting in the way of you achieving your goals, and what *stories* are you telling yourself, too." **Kristen Vogt, Personal Trainer, Nutritionist, Edmonton, Alberta**





Anna-Marie Trelford, Victoria BC joined the Over 40, Mastery Program to rid herself of the 30 pounds that crept on her tiny 5'2" frame, due to injury. (Left)

"I hurt my back several years ago, and I just lost all momentum," says Anna, who simply did not feel like herself anymore. "I felt fat. I was heavier than I ever used to be", she says.

When Anna joined, she made it clear that she didn't want to mess with formulas or apps that she knew would not

work for her. "I just wanted to work on portions, to keep it easy. The visuals in your Mastery program worked really well for me!"

Anna stayed on track with her food plan and the exercise protocol, but at one point Anna's weight loss stalled out, a natural part of the weight loss process, and we coached her through it.

"I just let it go, I let go of being a control freak, and the less I worried about it, the easier it was, and I'm still blown away by this. I wasn't thinking about it, and I went away for a long holiday, and didn't freak out, I just stayed aware of portion size, but I still enjoyed my food (and some drink)'.

Anna lost the 30 pounds, and she's feeling light, strong, and... 'more like myself again!' (right photo)

"I feel balanced now. Even on holidays I had the biggest ice cream ever, and it was a treat, but I was done with it. I found that the idea of it was better than how I felt after, I don't crave that stuff anymore. My relationship with food has absolutely changed. Even my husband sees this."

Does Anna worry about the future? "I used to be nervous that I'll rebound, but the group work in the Mastery Alumni group reminds me that I need to keep looking within, to hold onto that new vision, that new

self identity and beliefs around me, my health, what I deserve and where I CAN live from this day forward."

"I am so grateful for this group of women in the Program who share the desire for true happiness, and we support each other with our experiences, successes, and failures without judgement. You ALL are a gift I am so thankful to have met. And a special thank you to Karen for creating this Program!"

Bravo Anna! All your Warrior Women are very proud of you!

(Anna in her happy place...boating, and being on the water!) XOXO!



“Here’s the deal :) Your MASTERY program is amazing, Karen!”

This is SO much more than a weight loss fitness program. This is a well rounded ‘rebuild your life’ program. You have us work on moving and eating well right off the bat. Then we learn where we are emotionally, what we have to let go of and as you have said, that is where most of us are struggling.

Using food for comfort, checking out, procrastinating, because of where we are emotionally. You shine a spotlight on a much brighter option and future. Your Friday coaching calls are like a life line. They help by keeping me grounded and able to focus on what matters.



The ongoing Alumni support part of the program is also essential. I was shocked at how far back I had slid in a matter of months. I am forever grateful you reached out to me to join the Alumni.

So, rebuild your life and then stay on for lifetime support is really what your program is. No quick fixes, lots of work, honesty, and digging deep with an incredible teacher. And oh, so worth it! Thank you for all that you do!?” – **Susan Murphy, 56, Virginia, USA**

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"Funny you always say to turn it around, instead of 'when I lose the weight, then I will be happy', it's the other way around: 'when you are happy you will then lose the weight'. I never believed you. I thought *maybe for other people but not me*. How many times did I say to you I just have to concentrate on the food? Ugh 😞. My true belief was if I lost the weight, I would be happy. I can honestly say I believe you now....*when I am happy, I will lose the weight*.



I see that I was addicted to dieting, that it was a way for me to put my focus on food & not on my feelings. I would get triggered & fall off the diet & then blame myself for it. To be honest I joined your program to lose weight even though I knew it was more than that, but I needed to always concentrate on the food.

My mind is clear. I'm feeling because this is better than stuffing food to quell it."
– **Lynne Ruygrok**



If you are considering this Program and you have questions, we're happy to help.

Email us at support@connect.karenmccoycoaching.com and one of our team specialists will get back to you via email.

www.karenmccoycoaching.com