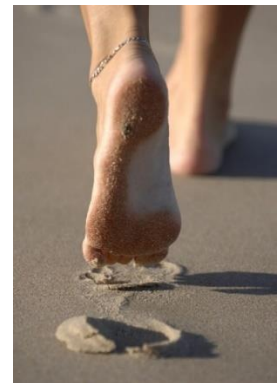




A Unique Program

For the 40+ woman

Your full Body and Life Transformation awaits you!



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

The surprising 5 Shifts my successful, over 40 female clients use to lose unwanted pounds, reverse ageing, reclaim their health and *feel amazing* again!

CLICK HERE! → <https://vimeo.com/397079626>

Why are YOU not seeing results from your current weight loss or fitness routine?

The reason is simple: Because what you're doing is NOT suitable for the 40+ woman (yes, that's YOU!)

See, the 40+ woman is unique. She has a unique physiology, nutritional needs, biochemistry and hormonal landscape which most trainers and coaches have no idea about!

In fact, we often hear that our lack of results is because we 'need to cut calories', or 'do more cardio' or 'it's just your hormones' or the classic 'your metabolism slows with age.' Yet there is no real evidence to support *any* of these claims!



Us 40+ women want to build nice shape, and feel strong, yet we are still taught to do HIIT, or circuit training or cardio (or all 3), which research has long shown does NOT alter a woman's body or metabolism in any real way.

WHAT is the MASTERY Program?

This is an exclusive program for women who are wanting to truly change their bodies. It is change physically, nutritionally and mentally. In fact, we guarantee that if you commit and follow the Program as laid out, with its built in one on one and group coaching calls along the way, you will lose the weight (and keep it off), and carve, tighten and tone your body in incredible ways! Your metabolism will strengthen and work *for* you, not against you, you will grow in confidence and self love, and walk through life feeling strong, lean, and energized!



Step into seeing amazing results TODAY!

Our Program ensures that you are just creating fresh, life-affirming habits through a 'cognitive restructuring', which means our new habits become a 'new normal'.

How many diets or exercise programs, or other opportunities that you have you falling away when life creeps back in? This is because there was only a superficial change. Changing HOW you see food, your body, your life is what the Empowerment Coaching process allows, and is blended in to every lesson to create a new vantage point, a fresh perspective in who you are and how you live your daily life! No more falling away. No more -restarts! THAT is our secret sauce, and this is why our program is 6 months in length, to ensure you have a body and life transformation that sticks!

We only ask 3 things of incoming clients, that you be....

- **Coachable**, meaning, you will let US coach you the proper way!
- **Committed**, to the necessary work, so we can change your body in amazing ways!
- **Courageous**! You let go of outdated beliefs and habits that have been holding you back!

What's Included in the Program?

- **16 Weekly Modules:** All crafted by Karen based on her 30+ years of experience!
- **Individualized Food Plan:** We build it for you, based on your macro's, timing and goals.
- **7-day Metabolism Reset** – Get your eating in line and your metabolism stoked right away!
- **Weekly Q and A coaching sessions:** to answer all your questions! Recordings available!
- **Weekly MASTERMIND lessons:** to strengthen our mental muscles! Recordings available.
- **Beliefs Map** – Time to uproot your self-sabotaging beliefs right away! Getting you unstuck!
- **Private MASTERY Facebook page.** Our community page, for on-going support and chats.
- **E-books** on the power of Macro's, Menu Plans, Anti Inflammatory foods and more!
- **One on One Coaching with Karen:** Here, you and I dig deep into all things at various stops along the way, checking on your food, weight loss, shaping results, and tightening as we go.
- **Workouts! 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.
- **Access to 1500 video exercise library:** always open for you, if you want to change things up
- **Foodie and Training Check-ins** – to ensure you are hitting your goals!
- **MASTERY resource library,** to support your Transformation Journey!
- **Over 35 hours of group and 1:1 coaching** included in our Mastery Program!



"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 rotating body-shaping workout. She has cut out time-consuming cardio sessions (prefers to walk and hike) 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 is....

- To get your **metabolism** back on track, so it can burn fat and lose the weight easily and effortlessly
- To **reduce stress** so your body can return to homeostasis (balance) and begin working FOR you, not against you
- To ensure healthy **biomarkers** like cholesterol, blood sugars and blood pressure are on track
- To have a great relationship with **food** that is NOT based in fear, frustration or over / under control
- To embrace **ageing**, so you age differently than the majority, and you look and feel *amazing* from this day forward!
- To never have to reach for another **diet plan** again because you have something unique that WORKS! And you can draw on it at any time to get Back on Track!
- To know how to **exercise** safely and effectively to build strength, shape, tone, and metabolic resiliency.



In short, what we want for YOU is...!

- To get you OFF the Rollercoaster that you've been on for years and get you on a sustainable, predictable path that will put YOU in the DRIVER'S Seat
- To NEVER have to reach for another diet plan again!
- To have fresh TOOLS and a new skillset to use, to quickly and easily get you back on track when you slip (because you will slip!)
- To NEVER be at WAR with your body again.
- To never talk down to yourself again.

- To buy NICE CLOTHES, or to fit into your smaller clothes again...which you thought would never happen.
- To walk into a room and have everyone say ... **'Wow, look at HER. She looks amazing!!'**
- To feel proud of your body, your accomplishments, yourself.
- TO just FEEL GOOD!
- To know that you are BUILDING health (because you are either building up health, or tearing it down).
- To END the STRUGGLE!
- To STOP the SUFFERING!
- To be down 20, 50, 100+ pounds....
- To stop the NEGATIVE SELF-TALK once and for all!
- To have a new set of empowering beliefs rooted in a powerful MINDSET that you carry within, into any situation or challenge, and to know **I've got this!!**
- To live with ease, freedom, joy, and confidence, and to know that you have something very few people have: A proven system that sets you apart from the majority, and allows you to live life to the fullest, in body, mind and spirit!



AND...

To have THIS ripple out and affect your family, your kids, your marriage, your work, all parts of your life!

Because where you are living now is rippling out to everyone and everything in your life. Is your 'Ripple Effect' healthy, happy, lean and empowered??

Ask yourself 'If not now, when?'

You deserve to live with a strong, shapely, energized body! Age doesn't matter!

No more starting over, no more guilt, no more confusion about what to eat, no more putting yourself last.

Today is your day! The time is NOW! Your awesome body and amazing life are possible!

Let's step into your most powerful body and life today! Let me help you get there!



Book Author – *One Rep at a Time* (Agio publishing)
B. Journalism (Honours)
Recreation Administration Diploma (scholarship award)
Woman's Empowerment Coach (S.W.A.T. Institute)
Fitness Coach (BCRPA)
Sports Nutritionist (CSNA – Master's Level)
Yoga Fitness Leader (Hatha)
Program Design (C.H.E.K. Institute)
Alberta Bodybuilding Champ, 1991
Masters Figure and Physique Competitor (1991 – 2013)
Shaman Practitioner Level 2
Bach Flower Practitioner (Level 1)



My name is Karen McCoy and I teach women over 40 a fresh, sustainable way to lose unwanted pounds, reclaim our bodies and our health and age with grace and confidence from this day forward!

To learn more about Karen and her personal story, [please go here](#).

Karen McCoy's Personal page: <https://www.facebook.com/karen.mccoy2>

McCoy Fitness Business Page: <https://www.facebook.com/McCoy.Fitness>

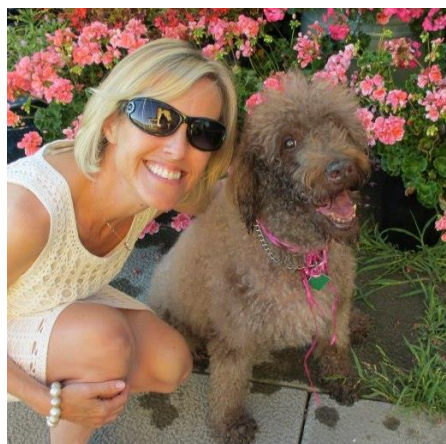
Over 40 Fit and Lean (private) FB page: <https://www.facebook.com/groups/over40fitandlean>

Karen's Vimeo videos: <https://vimeo.com/karenmccoy>

Karen's YouTube Channel: <https://www.youtube.com/user/KarenMcCoy2688>

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



Book your free 45-minute Breakthrough coaching call with Karen TODAY!

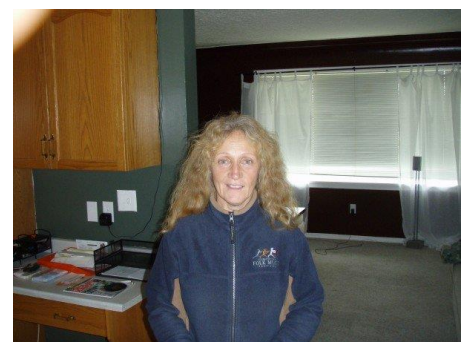
<http://www.warriorwomanfitness.com/apply>

"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!**

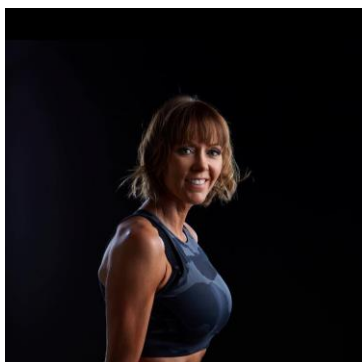


"What I love about this program is its valuable structure and strategy, and on-going support for life and body transformation, specific to women over 40, provided by a knowledgeable, caring and skilled dynamic leader who is fully invested in the people she coaches (Karen!). I have met milestones in this 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!**

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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**



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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!



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“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 support after 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 Of course I would get triggered & fall off the diet & then blame myself for it. To be honest I joined your program as a way 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**

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