



RECLAIM YOUR FLAME

DOES THIS SOUND LIKE YOU?

You're broken, and you're looking for a fix.

You've passed 40, and life is good. (Except when it's not.)

The kids are growing up, and they need you less than they used to. (Except that they seem to need you now more than ever.)

Your body is pitching you a new curve ball every day. Sometimes two. You're gaining weight, you're hot flashing all over the place, you're waking up in the middle of the night in a pool of sweat, you have some odd joint pains, your skin's breaking out again.

Your emotions are all over the place: you go from happy to enraged faster than a mid-life crisis Mercedes.

You're exhausted (but only all the time), and you're completely overwhelmed with all your obligations.

And guess what? Now your parents need parenting!

You're the jelly in the PB+J.

So far you've held everything together and made life sweet for everyone.

One more squeeze, though, and you'll slide right out of the sandwich and disappear forever.

That flame inside you, the one that used to light you up with joy and show you the path to your dreams—is now just making you feel like a hot mess.

Nobody else is feeling this way. You are all alone. You're broken. And you're looking for *the* fix.



SOME BAD NEWS

Congratulations!

First of all, good for you for taking the time and making the effort to find the fix in the middle of everything you have going on

The bad news.

You won't find it.

But wait! It's not your fault because conventional wisdom has taught you that, if it's broken, you should slap a Band-aid on it.



Here's what you need to remember.

Marketers are telling you this because that's what they're paid to do.

Your doctor is telling you this because he has a magic pill, and big pharma will send him to Hawaii if he sells it to you.

The FDA is telling you this because they're big brother, and they know what's best for you even without ever laying eyes on you, much less doing an examination.

Most health coaches out there are telling you this because they've been there, they've cured it, and now their mess is their message. (Oh, and don't forget to give them all the fat stacks for the supplement, essential oil, or 21-step program that they sell.)

Conventional wisdom also says that, if the fix doesn't work, it's on you. You didn't do it right. You used the wrong Band-aid. There's something else wrong with you, so try this Band-aid instead. Or you're just weird, it worked for everyone else. Wow. Awesome. Now you don't just feel like crap, you're also broke and a loser. AND you're reinforcing your perceived failure with negative self-talk.

WANT TO KNOW A SECRET?



Here's what nobody's telling you about being a woman in your 40s and beyond (because then you wouldn't give them your hard-earned money).

You don't need a fix.

Because you're not broken—you've just listened to everybody else and convinced yourself that you are. You've given everyone else—the doctor, the government, your girlfriends, the direct marketers—power over what you do, what you think, and how you feel.

And if you're not broken, you can do a lot of cool things!

You can stop the negative self-talk.

You can stop looking (and paying) for the silver bullets—all those diets and detoxes, smoothies and supplements, workouts and woo that didn't do anything.

You can get curious about what your body is telling you it really needs and listen—really listen—to your inner wisdom, that flame deep inside you, and make a plan and execute it to give your body what it wants and needs.

And if you can do that, then you'll be unstoppable—you'll be Wonder Woman! Well, maybe not Wonder Woman, but you can reclaim your flame.

Instead of letting it make you feel like a hot mess, you can recognize it as the power surge it's meant to be—the one that will make you shine a little brighter, help you rediscover your path, and live lit up with joy.

Ready to get started?

First, toss out all those shiny silver bullets you've been falling for, and get yourself three simple, practical, and FREE new tools.

RECLAIM YOUR FLAME | COMMUNITY

You already know community is important—it does take a village, and in many ways, we need our peeps more than ever at this age. You've been reaching out, which is exactly what you should be doing...and you still feel completely alone.

The good news is, it's not your community—it's just that you've been leaning on the wrong people in your community.

What does that look like?

Let's say you've had a terrible day. You say (okay, let's be honest, maybe you scream), "I can't take this anymore!"

Your husband looks at you blankly as he backs away: "Um, I'm sorryyy?"

Your kids run from you: "Yikes, Mom!"

Your mom starts in with "Oh, Honey, you have it so easy compared to me at your age...."

Your doctor immediately hands over a prescription because clearly you're suffering from a Xanax deficiency.

Your vegeterrorist friend tells you to go vegan.

Your Facebook feed just #metoos you.

Wait, what?

These are your loved ones, your support system!

Yes ... and maybe they're no good for you just now.

WANT A COMMUNITY?

Curate it.

Don't toss away your loved ones: you'll want them around later, I promise!

Instead, start by putting your loved ones aside for now.

Make a list of your VEEPs—your very empathetic peeps.

Your VEEPS are the people on your list who listen to you without judging, who know that sometimes you just need to vent, who won't jump in with advice, who have been through the same thing and have come out on top—these are your people for now.

Ideally, you would have a list of VEEPs that includes not only women in the same stage of life as you but some who are ahead of you, who can mentor you, and some who are behind you, whose lives you can change by sharing your own experiences and wisdom—because you have more wisdom than you probably give yourself credit for.

And it's really true that when you feel badly about yourself, one of the best things you can do is to reach out and help someone else who is struggling.

Your VEEPs will give you a sense of community and continuity, good information and lots of inspiration.

File feedback appropriately.

Your loved ones are great—really, they are, and some day you'll believe this again—and the next time one of them makes an inappropriate comment, smile, thank them ... and toss their input in the trash or, if you're eco-conscious, the recycling bin—you don't need it! Instead, turn to one of your VEEPs.

A quick word about social media.

If your VEEPs are thin on the ground, Facebook won't fix it. I get why you're going there: there are a lot of pages that claim to support women in our stage of life—and in my experience they're either cesspools of negativity or trying to sell you something.

The next time you think your Facebook group members are your VEEPs, just try posting a positive comment and see how long it takes someone to get negative. I'm pretty sure it takes about 3 responses, max.

Going to those groups for support is a sure way to stay stuck.

How are you feeling about your community?

RECLAIM YOUR FLAME | COMPARISON

What color are your lenses tinted?

How does the world look to you?

If it looks like everyone else has it figured out, you're probably looking at it through rose-colored Instagram lenses.

Everyone else's life is perfect: spouse, kids, outfit, house, dinner, yoga practice...right?

Isn't it odd how nobody else hates their spouse? nobody ever forgets to pick their kid up from school? (Okay, I've done that, so now you know ONE other person!)

And isn't it strange that nobody in real life experiences a major wardrobe malfunction? nobody but you cleans the kitchen counter by sweeping its contents into the everything drawer? nobody else burns dinner? nobody else considers that falling asleep in corpse pose counts as yoga?

Here's the truth.

You don't generally put that stuff on Instagram, either!

Why not? Because on Instagram, we're all passing as unicorns and feeling like donkeys. We fall into "compare and despair."

Here's the really good news: we ARE actually unicorns: there's only one of us in the world, so what's right for one won't necessarily work for another, so don't compare yourself to anyone else.

No one can make you feel inferior without your consent.

— Eleanor Roosevelt

In our gut, we all know this, and we try not to allow it, we really do. But here's what not too many of us recognize: we don't just compare ourselves to others; someone else we compare ourselves to is our younger self.

Can I get an Amen?

How many times have you said, "I used to weigh... I used to run... I used to lift... I used to sleep... I used to work..."

WANT TO GET OUT OF COMPARE + DESPAIR?

I think the biggest attachment I face is attaching myself to who I used to be ... versus being present with who I am right now in this moment.

— Sadie Lincoln

Own your inner unicorn.

As unicorns, what's right for one won't necessarily work for another, and what is right for us right now may be different from what was right for us when we were 20, 30, or even 40.

Take off your Instagram filters.

Focus on you right now: not anyone else, and not who you used to be.

Turn your focus inward.

Discover what works for you: your diet, your workout, your spiritual practice, your sleep, your spouse, your career—everything—has to be right: not “right” as in perfect, but as in right for you and right for you right now, at the stage of life you're in.

How are you feeling about finding what's right for you, right now?



RECLAIM YOUR FLAME | CARE

Let's talk about that buzzword, self care.

Yes, I'm going to rant a little now.

You make green smoothies, get in regular workouts and mani-pedis and haircuts and massages, you have a girls' night out ... well, at least you do when someone else's schedule doesn't pre-empt yours!

You know to take time for self-care.

The problem is not that you're not taking care of yourself—it's that you're adding to your already crazy schedule to do it, and you still end up feeling hormonal, hollow, and unhappy.

Don't get me wrong: I have nothing against all these self-care activities—and yet, very often they're really just the Band-aids we're slapping on our bullet holes.

If all that self-care were working, you wouldn't be reading this, would you? You ARE still reading, so you must still feel stuck and broken even though you've been doing all these things that others call self care.

Change self care to soul care.

I actually choose to change that "s" word and say "soul care," and here's why: soul care reverse engineers me time.

Soul care clears your schedule for what matters deep down in your soul. It asks you to consider how you want to feel and what you really value, then build your life around that.

What does that look like?

It may look like you telling your spouse that tonight, it's not your turn to make dinner, clean up from it, and put the kids to bed.

It may look like you saying no to a night out with the girls because what you really want is a night in with a book—you know, a night in with Jamie Fraser for example.

It could be saying no to organizing the end-of-season sports banquet because surely there's someone else who can do it this year.

It could be redistributing the chores because the kids really are big enough to help out more.

It could be dropping down to part time work to build your own business.

WANT SOUL CARE?

Soul care is asking yourself this question: What do I really want to do? and then heeding that deep inner voice that answers.

Find what lights you up.

Really define what you value most and how you most want to feel.

Feed that flame.

Make me time meaningful. Choose to spend your time—especially your “me time”—doing things that feed your flame, that align with your goals, that make you feel the way you want to feel.

That probably means learning how to say no to anything that doesn't get you there and saying it graciously AND unapologetically.

Just another dirty word.

Should—especially when it's someone else's should—is just another dirty word that starts with s-h. The minute that word looms its head, stop and think, will agreeing to this feed my flame or dim it?

Self care is what Cosmo tells you to do.

Soul care is what the Cosmos tells you to do.

Do you know how to figure out what soul care is for you?



AN INVITATION

Remember the big secret.

You're. Not. Broken.

Use your new tools.

Community: look to your VEEPs for support—don't necessarily expect it from your loved ones.

Comparison: own your inner unicorn—know what's right for you ... right now.

Care: choose soul care—reclaim your flame.

Now you have a choice.

You can go it alone, or we can do this together.

And honestly, together is a lot more fun.

If your community is lacking in VEEPs, if you find yourself trapped in compare and despair, and if after all that self care, you still feel overwhelmed and unable to switch to soul care, if you're realizing that this journey might be a lot easier with some other women to travel with, I invite you to join the (Sorta) Secret Sisterhood.



GET 1 MONTH FREE!

THE (SORTA) SECRET SISTERHOOD

What is the (Sorta) Secret Sisterhood?

It's an online membership site packed with carefully curated community, information, and inspiration.

Our membership is made up of certified VEEPs—working wives and mothers over 40 who want to live this stage of our lives positively, proactively, and with joy and intention. Among us you'll find women just like yourself navigating this new stage of life, big sisters who have been there/done that, and younger sisters you can in turn mentor—because whether you believe it or not, you have a lot of wisdom to share!

All of our members want to honor our many obligations ... and live our own wildest, sweetest dreams. And we're figuring it all out together.

This isn't for everyone.

You've gotta be ready to get positive: There's plenty to complain about at this stage of our lives ... and that doesn't help us get where we want to go. We support each other over the rough patches and celebrate our wins together.

You've gotta be open-minded about new information. We are creating a buffet of resources, from health coaching exercises to interviews with all kinds of healthcare practitioners who can support us at this stage of life. You can choose to experiment with what moves you—what's right for you—right now. You aren't required to try everything—we've even banned the word "should" from our group.

You've gotta be ready to get inspired. Staying stuck in overwhelm sucks—we'll give you the inspiration you need to get out of it. Don't see a topic covered? Start your own discussion.

Here's what we offer.

Carefully curated community, information, and inspiration to help you reclaim your flame and let it light you up with joy instead of making you feel like a hot mess.

A special offer.

Join the (Sorta) Secret Sisterhood for FREE for one month when you register using the link below.

GET 1 MONTH FREE!