H.E.R. GLOW UP COACHING

The Glow Up *Playbook*

Start Becoming H.E.R.

A 10-module identity-first framework for high-achieving moms who are done with the restart cycle and ready to **become the woman they deep down KNOW they're meant to be in a body they absolutely LOVE being naked in.**

Kayla Torres
Embodied Nutrition, Fitness + Identity Coach
@BaddieBodybyKayla

WELCOME

THIS IS WHERE EVERYTHING CHANGES.

If you came from the Baddie Body Blueprint, you already know what the problem is. You know your archetype. You know the gap. This is where we close it.

If you are starting here without the Blueprint, no worries.
Everything you need is inside. But know this going in:

> The reason you can't stick to anything with your health isn't because you're less disciplined. You have an **identity** problem.
>
> And that is actually good news because identity can change.

WHAT YOU'LL HAVE BY THE END

- A named pattern + a plan to interrupt it
- Your personal non-negotiables — the floor you do not fall below
- A 7-day action framework to start today
- The decision-making filter for every hard day going forward

HOW TO USE THIS PLAYBOOK

- One module at a time
- The exercises are not optional
- Block of time to come back to this
- This is not a PDF to save for later, start taking action now.

"The cycle does not stop when you find the right plan.
It stops when you close the gap."
— KAYLA TORRES

TABLE OF CONTENTS

Inside This *Playbook*

— **The H.E.R. Success Formula** 03
Your identity-first framework + 5-step system

01 **The Real Reason You Keep Starting Over** 07
The identity gap + your stuck archetype

02 **The Identity Audit** 09
BrainDump · IdentityMap · Future HER Manifesto

03 **The Quick-Start Action Checklist** 16
What HER actually does — daily and weekly

04 **Common Mistakes & How to Avoid Them** 18
Six patterns that stall real progress

05 **Why Progress Stalls** 21
What is actually happening and what to do

06 **The Muscle Protection Formula** 23
Your metabolic insurance plan

07 **Nutrition Without Obsession** 25
The HER Plate + ChatGPT Meal Planning Prompt

08 **Movement That Fits Your Real Life** 29
Strength · cardio · low-capacity protocol

09 **The Mindset Work** 33
The Bratty Voice vs.The Baddie Voice

10 **The 7-Day Glow Up Challenge** 37
Seven days of living like HER—on purpose

— **Quick Reference Card** 43
Your personal filter for every hard day

— **Closing + Next Steps** 44
One decision.

— **The Glow Up** 45
In real life.

The H.E.R. *Success Formula*

Identity First. Habits Second. Results Follow.

THE FRAMEWORK

Five Steps. One System.

Your actual life. Not a perfect version of it.

1

MEET H.E.R.
Get honest about who has been running the show. Name the patterns. Close the identity gap. If this part does not shift, nothing else sticks.

2

BUILD THE BASELINE
Establish your non-negotiables — the floor you do not fall below. Nutrition, movement, mindset. Built around your real life.

3

STACK THE HABITS
Layer in the behaviors that move the needle — protein, strength, sleep, stress management — one foundation at a time. Sustainable over intense, every time.

4

NAVIGATE THE HARD WEEKS
Because they are coming. This is where most women spiral. You will have a plan. Detours, not dead ends. Recovery over restart.

5

THRIVE AS H.E.R.
Lifestyle integration. Maintenance without obsession. Results that hold when life gets messy. Most programs never get here. It is the whole point.

Nutrition Made Simple

The critical foundations— these are what make everything else work.

PRIORITIZE PROTEIN

Protein protects your muscle while you are in a fat loss phase, keeps you fuller longer, and supports your metabolism. Without it, you are just losing weight — not building the body you actually want.

- Aim for 1g of protein per pound of bodyweight daily
- Not there yet? Start with 0.8g — it still makes a significant difference
- Minimum 30g at every meal: eggs, chicken, fish, Greek yogurt, ground turkey, cottage cheese, legumes
- Eat protein first if appetite is low or capacity is limited

INCLUDE HIGH-FIBER FOODS

Fiber keeps you fuller longer, supports digestion, regulates blood sugar, and reduces the cravings that lead to the pantry raid at 9pm.

- Focus on vegetables, fruit, whole grains, and legumes
- Aim for fiber at every meal, not just dinner
- If you are consistently falling short, a gentle daily fiber supplement can help, but food first

AVOID NAKED CARBS WHEN POSSIBLE

A naked carb is a carbohydrate eaten alone — no protein, no fat, no fiber alongside it. Think crackers by themselves, a piece of bread as a snack, cereal with skim milk, a handful of fruit with nothing else. It's not that carbs are the enemy, but eating them without a buffer is a setup.

Here's why it matters: carbohydrates break down quickly into glucose. When you eat them alone, that glucose hits your bloodstream fast causing your blood sugar spikes, your body pumps out insulin to manage it, and then it crashes. That crash is what triggers the 3pm slump, the sudden hunger an hour after you ate, & the craving for something sweet even when you just had a full meal. Your blood sugar is running the show instead of you.

When you pair carbs with protein, fat, or fiber, you slow that process down. The glucose releases more gradually meaning your blood sugar & energy stay stable. Your hunger cues stay clear instead of chaotic and you feel satisfied longer and make food decisions from a regulated place instead of a reactive one.

This doesn't have to be complicated:

- Add Greek yogurt or a hard-boiled egg alongside your fruit
- Put nut butter on your toast instead of eating it plain
- Pair rice or potatoes with a protein and fat source at every meal
- If you are snacking on crackers, add cheese, hummus, or deli turkey

Nutrition Made Simple

The critical foundations— these are what make everything else work.

MEAL TIMING: EAT CONSISTENTLY

Skipping meals is not a strategy. It is a setup for making worse decisions later when hunger has been ignored for six hours and willpower is depleted.

- Aim for 3-5 balanced meals or eating windows per day
- Balanced means protein + fiber + healthy fat at each one
- Consistent eating stabilizes blood sugar, stabilizes energy, and removes food from the "I will deal with it later" category

AVOID EXTREME CALORIE CUTS

Eating too little slows your metabolism, tanks your energy, accelerates muscle loss, and makes your body hold onto fat as a protective response. More restriction is not a shortcut. It's usually what's causing the stall.

- Focus on moderate, sustainable intake that supports fat loss AND muscle preservation
- Use the ChatGPT Meal Planning Prompt in Module 7 to figure out what enough actually looks like for your body

LIMIT ADDED SUGAR

High sugar intake spikes blood sugar, increases fat storage especially visceral fat, worsens insulin sensitivity, and keeps cravings running the show instead of you.

- This does not mean never, it means intentional
- The goal is stability, not restriction.
- Regulated blood sugars create a regulated appetite

MODULE 01

The Real Reason You *Keep Starting Over*

MODULE 01

The Real Reason You Keep Starting Over

It is not a discipline problem or knowledge problem.

It's the ***identity gap*:** you set goals from the aspirational version of you and execute from the current version. The friction between them creates shame. Shame resets the cycle. Every time you have started over, that was not failure. That was proof the gap was still there. The cycle does not stop when you find the right plan.

It stops when you close the gap.

THE 3 STUCK ARCHETYPES: which pattern is running the show?

THE PERFECTIONIST

- ☐ "If it is not 100% it is not worth it."
- ☐ Goes hard, burns out, crashes.
- ☐ One bad day derails the whole week.
- ☐ Sets high standards; feels ashamed when she cannot meet them.
- ☐ Thinks intensity equals identity.
- ☐ Restarts more than she follows through.

Check all that apply

THE GHOST

- ☐ "I will start back up when I am ready."
- ☐ Disappears without deciding to quit.
- ☐ Goes dark on her coach, her group, her plan.
- ☐ Minimizes inconsistency so she does not have to face it.
- ☐ Has started fresh so many times she lost count.

Check all that apply

THE MARTYR

- ☐ "Everyone else comes first. That is just how it is."
- ☐ Cannot find time for herself without guilt.
- ☐ Frames self-neglect as love.
- ☐ Family needs always feel more urgent.
- ☐ Does something for herself and spends half of it feeling guilty.

Check all that apply

Most women are a mix. Circle yours.

*Now that you know **why**, here is what to do about it. Starting today.*

MODULE 02

The Identity *Audit*

You cannot build the habits before you know who is building them

MODULE 02 · PART 1

Where you are is not where you're stuck.

Before you a new nutrition plan or workout routine, we need to start here.

This isn't about what you should be doing. You already know that. This is about getting honest about who is actually running the show right now - because the thoughts you carry about your body, your food, your energy, your worth... those aren't just feelings. They're running your habits whether you realize it or not.

The woman who keeps starting over isn't starting over because she lacks discipline. She's starting over because she's still operating from an identity that doesn't match the life she's trying to build.

This exercise is where that changes.

You're going to dump out what's currently there. All of it. No filter, no judgment. And then you're going to introduce HER - the Healthy, Empowered, Resilient version of you who already exists and start writing from her instead.

.

This is identity work. Not another reset.

The goal isn't to shame where you are. It's to finally see it clearly so you can actually move past it.

HOW TO USE THIS

01 Watch the video first. Then come back here.

02 Work through the Brain Dump questions below. Don't overthink it.

03 Fill in your Identity Map. Left side first (old identity), then right side (HER).

MODULE 02 · PART 2

Get it all out.

No filter. No judgment. Just honest.

Answer each question below. Write the first thing that comes up. This is just for you.

How do you currently see your body?

Do you feel good in your own skin?

How do you feel about food? Is it a struggle or something you feel at peace with?

Do you feel in control of your health?

No matter how hard you try, do you feel like you always end up back at square one?

Does staying healthy feel like a constant struggle?

MODULE 02 · PART 2

The Identity Map

Do you feel confident and secure in your body day to day?

Have you accepted other people's limiting beliefs about your body or appearance?

How is your energy on a daily basis? Honestly.

Do you feel safe in your body?

Does your body feel like it's working for you or against you?

What do you believe you're truly capable of when it comes to your health?

These beliefs didn't appear out of nowhere. And they don't get to stay forever.

Take everything you just wrote and bring it to your Identity Map.

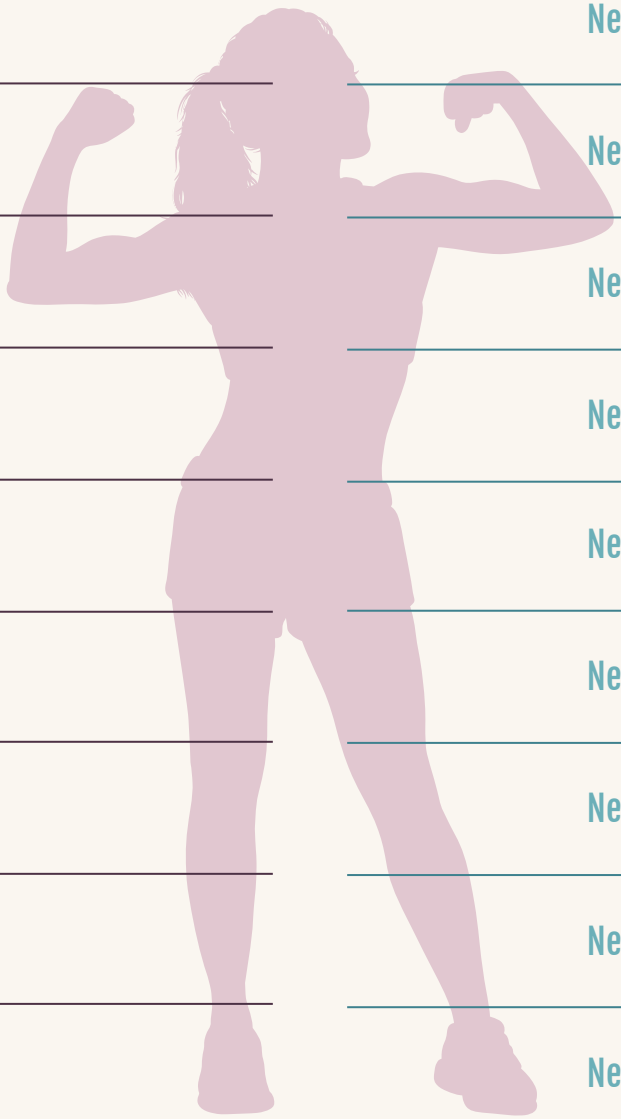
MODULE 02 · PART 2

The Identity Map

Old Identity

What I've been operating from

H.E.R. Identity



Old belief goes here...	New belief goes here...
Old belief goes here...	New belief goes here...
Old belief goes here...	New belief goes here...
Old belief goes here...	New belief goes here...
Old belief goes here...	New belief goes here...
Old belief goes here...	New belief goes here...
Old belief goes here...	New belief goes here...
Old belief goes here...	New belief goes here...
Old belief goes here...	New belief goes here...
Old belief goes here...	New belief goes here...

LEFT SIDE

Write the old beliefs, thought patterns, and feelings you've been carrying about your body, energy, and health. Pull from your brain dump.

RIGHT SIDE

Write your new core beliefs as HER. Who does she believe she is? How does she think about her body, her food, her energy? Write from her perspective, not your current one.

MODULE 02 · PART 3

The Future HER Manifesto

Write 5 sentences. Present tense. As if she already exists.

You are not writing who you want to become someday. You are writing who you are deciding to be starting now. The language matters. 'I want to be' keeps her in the future. 'I am' puts her in the room with you.

This is not affirmation culture. It is identity architecture. The brain responds to repetition and specificity — the more clearly and consistently you define who you are, the more your behavior follows. This is the mechanism. Use it.

SENTENCE STARTERS (examples only — write your own):

"I am the woman who shows up even when it is inconvenient..."
"I do not wait to feel like it. I move and the feeling follows..."
"I take care of my body because of who I am, not because of how I look..."

1 *I am the woman who...*

2 *I am the woman who...*

3 *I am the woman who...*

4 *I am the woman who...*

5 *I am the woman who...*

Read this every morning for the next 7 days.

Save this. You will use it in Module 10.
Screenshot and tag @BaddieBodybyKayla — I want to see who you are becoming.

MODULE 03

The Quick-Start *Action Checklist*

What HER actually does...daily and weekly.

MODULE 03

What HER Does

Not what she feels like...what she DOES.

Protein + Fiber at Every Meal

- 30g protein minimum per meal
- Fiber at every meal: vegetables, fruit, legumes, whole grains
- Eat protein first if appetite is low

Hydrate Intentionally

- Half your bodyweight in ounces daily minimum
- Sip consistently throughout the day — do not chug at 9pm
- Add electrolytes on high-stress or high-output days

Eat Slowly & Stop When Comfortably Full

- Your body is fullness signals are real — learn to honor them
- Smaller meals on low-capacity days are okay; nourishment still matters
- Rushing through meals disconnects you from hunger and fullness cues

Follow Your Non-Negotiables

- Trust the plan you made on a clear-headed day
- Not the version of you running on no sleep and chaos
- On hard days: do the minimum. The minimum still counts.

WEEKLY MOVEMENT

Strength Training (3-4x/week)

- 30-45 minutes per session
- Compound movements first: squats, deadlifts, rows, presses
- Purpose: protect muscle, protect metabolism
- Track your weights — you will not remember without writing it down

Light Cardio (2-3x/week)

- Walking, cycling, swimming, low-impact movement
- 20-40 minutes
- You should be able to hold a conversation — this is support, not punishment

WEEKLY CHECK-IN — TRACK MORE THAN THE SCALE

- Weight: note trends over time, not day-to-day swings
- Energy levels
- Mood and mental clarity
- Hunger and fullness cues
- Sleep quality
- Follow-through on non-negotiables
- Non-scale wins often show up before the scale moves — learn to see them

HER does not have perfect weeks. She has non-negotiable floors.

MODULE 04

Common Mistakes & *How to Avoid Them*

Six patterns that stall real progress.

MODULE 04

Common Mistakes & How to Avoid Them

MISTAKE 1: SKIPPING PROTEIN

Why it happens: Life gets full, appetite drops, protein is the first thing to go.
Why it matters: Muscle loss, slower metabolism, fatigue, hair thinning, cravings that feel uncontrollable by evening.

What to do instead:

- Protein at every meal and snack, minimum 30g per meal
- Eat protein first if appetite is low
- Use a quality protein shake on low-capacity days — it counts

MISTAKE 2: OVERDOING CARDIO

Why it happens: We were taught more movement equals faster results.
Why it matters: Excessive cardio while under-eating increases cortisol, accelerates muscle loss, and stalls fat loss — the opposite of what you want.

What to do instead:

- Light to moderate cardio 2-5x/week
- Pair it with strength training, do not replace it
- Smarter movement beats more movement every time

MISTAKE 3: IGNORING STRESS & NERVOUS SYSTEM REGULATION

Why it happens: We treat stress like a personality trait instead of a physiological state that directly affects fat loss.
Why it matters: A dysregulated nervous system keeps cortisol elevated, disrupts sleep, increases cravings, and signals your body to hold onto fat, especially around the midsection.

What to do instead:

- Build a regulation practice that is not food: breathwork, walks, somatic reset
- Treat sleep like a non-negotiable, not a reward you earn

MODULE 04

Common Mistakes & How to Avoid Them

MISTAKE 4: NOT PRIORITIZING WHOLE FOODS

Why it happens: Convenience wins when capacity is low.
Why it matters: Ultra-processed foods spike blood sugar, drive cravings, and disconnect you from your hunger and fullness signals — food decisions from reaction instead of intention.

What to do instead:

- Whole foods do not have to mean complicated meals
- Protein + a vegetable + a fat = a HER meal
- Build a short list of easy whole food go-tos for low-capacity days before you need them

MISTAKE 5: UNREALISTIC EXPECTATIONS VS ACTUAL ACTIONS

Why it happens: We set goals based on our best-day version of ourselves and try to execute them inside our actual lives.
Why it matters: The gap between what you expect and what is actually realistic creates shame and shame creates the "screw it" spiral faster than anything else.

What to do instead:

- Audit your week honestly — what can you actually do given your real schedule?
- Set the minimum standard first, then build up from there

MISTAKE 6: QUITTING TOO SOON

Why it happens: Slow weeks, plateaus, comparison to other peoples timelines.
Why it matters: Results work in phases, not straight lines. Stopping early means missing the compounding effect of consistent behavior over time.

What to do instead:

- Celebrate non-scale wins: energy, sleep, strength, follow-through rate
- Give your body time to respond before you change the plan
- Reach out, post, share — do not go ghost when it gets hard

MODULE 05

Why Progress *Stalls*

What is actually happening and what todo.

MODULE 05

Why Progress Stalls

METABOLIC ADAPTATION IS NORMAL

As your body loses weight, its energy needs decrease. A lighter body burns fewer calories. This is not failure — this is biology.

Instead of restricting harder or panicking:

- Slightly increase daily movement (1,000-2,000 additional steps)
- Reassess protein intake — are you actually hitting it consistently?
- Make sure you're not chronically under-eating
- Stay consistent for 2-3 weeks before changing anything

THE HIDDEN DROP IN NEAT

NEAT = Non-Exercise Activity Thermogenesis. The movement you do not think about — walking pace, standing vs sitting, how much you move through your day. When calories drop, your body unconsciously reduces this to conserve energy.

What to do:

- Track steps for 1-2 weeks and see what's actually happening
- Add short post-meal walks
- Don't rely only on formal workouts. Daily movement matters more than most people realize

UNDER-EATING CAN BACKFIRE

When calorie intake drops too low for too long, your body responds by: increasing cortisol, slowing thyroid conversion (T4 to T3), reducing metabolic rate, contributing to fatigue and hair thinning. More restriction does not equal faster results *(especially not in perimenopause, under high stress, or not sleeping well)*. It usually reverses them.

What to do:

- Use the ChatGPT Meal Planning Prompt in Module 7 to make sure you're eating enough for your body and activity level
- Focus on nourishment, not subtraction

HORMONAL SHIFTS

Perimenopause and hormonal changes affect fat storage, water retention, appetite, sleep, and mood. Normal shifts can look like the plan is not working when it actually is, your body is just navigating something most programs never account for.

What to do:

- Track symptoms alongside weight — look for patterns over weeks, not days
- Don't assume something is broken when it might just be a phase your body is moving through
- Adjust habits gently rather than assuming something is wrong
- Consider lab work if things consistently don't add up

BEFORE YOU CHANGE THE PLAN, ASK:

- Am I hitting protein?
- Am I strength training consistently?
- Am I sleeping?
- Am I actually eating enough?
- Is stress elevated right now?
- Have I given this enough time?

If the answer to most of those is no, that's your answer. The plan isn't broken. The execution needs attention.

MODULE 06

The Muscle *Protection Formula*

Your metabolic insurance plan.

The Muscle Protection Formula

Muscle loss is one of the most overlooked risks during fat loss, especially when nutrition isn't dialed in. If protein is low and resistance training is absent, you lose muscle alongside fat. That slows metabolism, reduces strength, affects bone density, and makes results harder to maintain long-term.

Here are the four levers you can adjust to protect your muscle:

1. ADEQUATE PROTEIN

- 0.8-1g per pound of bodyweight daily. Spread across 3-4 meals.
- Protein first if appetite is low. A quality protein shake counts on low-capacity days.

Protein is the building material . Without it, the body has nothing to preserve or build with.

2. PROGRESSIVE OVERLOAD

Light weights done the same way every week stop producing results. Your body adapts quickly. Progress by:

- Increasing weight
- Adding reps or sets
- Slowing the tempo, or improving range of motion.

The message to your body: this muscle is needed. Keep it.

3. COMPOUND MOVEMENTS FIRST

When time is limited, prioritize movements that use multiple muscle groups: squats, deadlifts, lunges, rows, presses. These stimulate more muscle fiber, improve insulin sensitivity, and create a stronger metabolic effect per minute of training.
2-4 sessions per week. 30-45 minutes. Done beats perfect.

4. DO NOT UNDERCUT YOUR TRAINING

Training hard and eating too little is not a shortcut. It is a fast track to muscle loss, fatigue, and metabolism that works against you long-term.
Fuel the work. The results follow.

MODULE 07

Nutrition *Without Obsession*

The HER Plate + Chat GPT Meal Planning Prompt

MODULE 07

Eating in Real Life

The Success Formula covered your nutritional foundations. This module is where we get practical and personal because knowing what to eat is not the same as actually eating it inside a real life with a real schedule and real chaos.

WHY UNDER-EATING IS JUST AS MUCH OF A PROBLEM AS OVEREATING

Most women who come to me aren't eating too much, they're eating too little. Especially the high-achieving ones running on cortisol, caffeine, and the vague sense that they should probably eat something. Under-eating feels like discipline. It's not. It's a stress response that tanks your metabolism, accelerates muscle loss, spikes cravings by evening, and leaves your body holding onto fat as a survival mechanism. More restriction is not a faster path. It's usually the thing creating the stall.

If you've been stuck in a pattern of restricting during the day and losing control at night — that's not a willpower problem. That's a biology problem. The fix is to eat enough, consistently, during the day so your body isn't in emergency mode by 8pm.

THE HER PLATE — protein + fiber + fat, every meal.

You don't need to track macros to start eating like HER. You need a framework you can actually use at 6pm on a Tuesday when you have 20 minutes and three people who need something from you.

Here's the formula:

Protein: a palm-sized portion — chicken, fish, eggs, Greek yogurt, ground turkey, cottage cheese
Fiber: half your plate — vegetables, fruit, legumes, a whole grain if you want one
Fat: a thumb-sized portion — olive oil, avocado, nuts, cheese,

PAIR YOUR CARBS. DO NOT EAT THEM ALONE.

A naked carb eaten without protein, fat, or fiber spikes blood sugar, triggers insulin, and sets off the crash-and-crave cycle within an hour. Put something alongside it every time.

This isn't a meal plan. It's a decision filter. Use it at every meal and you've already outperformed 90% of what the internet sells as a nutrition program.

MEAL TIMING: STOP LETTING HUNGER MAKE YOUR DECISIONS

Hunger is a terrible decision-maker. By the time you're starving, you've already lost the negotiation. The goal isn't to never be hungry, it's to never be so hungry that your brain stops asking what you actually want and starts just looking for whatever will stop the feeling fastest.

Eat within 60-90 minutes of waking. Eat consistently through the day. Don't skip meals to "save calories", you will spend them, plus interest, later. Three to five eating windows per day keeps blood sugar stable, keeps energy stable, and keeps you making food decisions from a clear-headed place instead of a depleted one.

LOW-CAPACITY DAY PROTOCOL

Some days the plan goes out the window. Life is full, capacity is zero, and getting a home-cooked meal on the table isn't happening. That's real. Here's what HER does on those days:

- One high-protein meal counts. Build from there.
- A protein shake is a meal. A Greek yogurt with fruit is a meal. Rotisserie chicken over rice is a meal. None of these are failures.
- Fast food exists. If you are in the drive-through, order the protein, a burger without the bun, grilled chicken, eggs. Work with what is there.
- Convenience does not break the plan. Complete abandonment does.

The goal is nourishment, not perfection.

PROTEIN SOURCES THAT WORK IN REAL LIFE

- Eggs — scrambled, hard-boiled, in a wrap, in a bowl
- Greek yogurt — plain, full-fat, with fruit and a handful of nuts
- Cottage cheese — with berries, on toast, blended into a smoothie
- Rotisserie chicken — on everything
- Ground turkey or beef — 15 minutes, into anything
- Canned tuna or salmon — with crackers and avocado, in a wrap, on a salad
- Protein shake — when all else fails, this counts
- Vegetarian Sources: Legumes — lentils, chickpeas, black beans — fiber and protein in one

SOCIAL SITUATIONS, TRAVEL, AND WEEKS THAT GO SIDEWAYS

These are not emergencies. They're just context that requires a slightly different execution.

At a restaurant: look for the protein first, build the plate around it. You don't have to order the sad salad. You have to make sure something with protein is on the table.

At a party or event: eat before you go **if** you know the options will be limited. Have a protein source first. Enjoy the food without performing discipline for an audience.

Traveling: pack protein. Quest bars, jerky, individual packets of nut butter, individual Greek yogurts if you have a cooler. Of course, there are options to be found at the airports and gas stations.

A week that went sideways: it happened. It doesn't reset the clock. Recommit at the next meal, not Monday. The plan was never that fragile.

Personalized Meal Planning Prompt

Use this in depth and highly customizable meal planning prompt to help you stop guessing and starting eating like HER.

Get the prompt **here.**

MODULE 08

Movement That Fits *Your Real Life*

MODULE 08

Movement that fits Your real life

The goal is not more movement. It is the right movement, done consistently.

WHY STRENGTH TRAINING IS THE NON-NEGOTIABLE

Cardio burns calories while you're doing it. Strength training builds the engine that burns calories all day. Muscle is metabolically active tissue — the more you have, the more your body burns at rest, even when you're not in the gym. During fat loss especially, strength training sends the signal that keeps your body from breaking down muscle for fuel. Without it, you're not just losing fat. You're losing the infrastructure that makes fat loss sustainable.

This is not optional. Two to three sessions per week is the minimum. Four is better. Thirty minutes is enough to matter.

CARDIO'S REAL ROLE

Cardio is support, not the main event. It's not punishment for eating. It's not what you add on top of strength training to burn more. It's movement that supports your cardiovascular health, manages stress, improves mood, and keeps daily energy expenditure up without hammering your recovery.

Zone 2 cardio — the kind where you can hold a conversation, where your heart rate is elevated but you're not gasping — is the most effective and most underused tool in most women's programs. Walking qualifies. A bike ride qualifies. A slow jog qualifies. You don't have to suffer for it to count.

Two to three sessions per week, 30-45 minutes. If stress is high and recovery is low, back off the HIIT and walk instead. A stressed body does not need more stress.

THE MINIMUM EFFECTIVE DOSE

Here's what actually moves the needle, stripped down to its most essential form:

- 2-3 strength sessions per week
- 7,000-10,000 steps per day
- 30-45 minutes per session

That's it. Everything beyond that is addition. If you're not doing this consistently yet, this is the target — not the five-day split, not the hour-long sessions, not the perfectly periodized program. Get consistent with the minimum, then build.

MODULE 08 - CONTINUED

Movement that fits Your real life

The goal is not more movement. It is the right movement, done consistently.

SCALED EXECUTION VS SKIPPING

There is no such thing as a workout that's too short to count. There is only the workout you did and the one you skipped.

Full session: 45 minutes, all your working sets, full warm-up and cool-down. This is the goal.

Scaled session: 20 minutes, 3 compound movements, whatever weight you can manage. This is still a win.

Emergency session: 10 minutes of bodyweight movements in your living room. This is still movement. It still sends the signal. It still counts.

The rule is simple: scaled beats skipped, every single time.

PROGRESSIVE OVERLOAD — SIMPLY

Your body adapts to the stress you give it. The same weights, the same reps, the same workout every week will stop producing results because your body has already adjusted to handle it. Progressive overload is just the practice of giving your body a slightly greater challenge over time so it keeps adapting — which means it keeps changing.

You don't need a complicated program. You need to track your weights and add challenge when what you're doing starts to feel easy.

Progress looks like:

- Adding 5 lbs to a lift
- Adding one more rep per set
- Slowing the tempo of the movement
- Reducing rest time between sets

Track every session. You will not remember what you lifted last Tuesday. The data is the accountability.

MODULE 08 - CONTINUED

Movement that fits Your real life

The goal is not more movement. It is the right movement, done consistently.

WHAT TO DO WHEN YOU HAVE MISSED A WEEK

You don't restart. You re-enter.

The re-entry plan: pick up where you left off, drop the weight slightly if needed, and do not attempt to make up for lost time with a brutal session. Making up for a missed week by crushing a workout doesn't accelerate results — it accelerates soreness, fatigue, and the likelihood you'll avoid the gym for another week.

One session back is the whole goal. Not a perfect session. Not a punishing one. Just back in.

A missed workout is a detour. Deciding it means you've failed is a dead end. HER knows the difference.

Movement Framework:

- 3-4 days strength (compound movements first)
- 2-3 days light cardio or walking
- 30-45 minutes is enough
- Track reps and weights every session — the data is the accountability

Low-Capacity Workout Standard:

- 5-20 minutes
- 3 compound movements
- Whatever weight you can manage that day
- Done is the win. Not the weight on the bar.

MODULE 09

The Mindset *Work*

The Mindset Work

Habits collapse without identity underneath them. You've probably experienced this firsthand — you had a solid plan, you were executing, and then one hard week happened and everything fell apart. That's not a discipline failure. That's what happens when behavior is held together by motivation instead of identity. Motivation is weather. Identity is infrastructure. One shows up sometimes. The other is always there.

WHY HABITS COLLAPSE WITHOUT IDENTITY WORK UNDERNEATH THEM

Every behavior you perform is either consistent or inconsistent with your sense of who you are. When a habit is tied to identity — "I'm the kind of woman who moves her body" — skipping feels like a violation of self. When a habit is just a thing you're trying to do, skipping feels like relief.

Most programs try to change behavior without touching identity. That's why they work for three weeks and fall apart in week four. The behavior was never rooted in anything that holds when it gets hard. Identity work isn't soft. It's the most practical thing in this entire playbook.

THE TWO OPERATING PRINCIPLES HER LIVES BY

1. IDENTITY OVER MOTIVATION

She doesn't wait to feel like it. Motivation is the result of action, not the requirement for it. HER does the thing and lets the feeling follow. She's moved her body on days she was exhausted, eaten the protein when takeout sounded better, showed up for a workout she didn't want to do — not because she felt inspired, but because that's who she is. The feeling of being her follows the choice to act like her.

2. FOLLOW-THROUGH OVER PERFECTION

Done on a hard day beats perfect on an easy one. Always. A B+ effort inside a real week is worth infinitely more than an A+ plan that exists only on paper. HER doesn't raise the bar when life gets full. She finds the floor — the smallest version of her non-negotiables she can hold — and she holds it. That's not settling. That's sustainable.

MINIMUM STANDARD THINKING

What's the smallest version of this I can do today and still count it?

That question will save you more times than any program ever will. On the days when everything feels hard, when capacity is at zero, when the last thing you want to do is anything — the minimum standard is what keeps you in the game.

Your minimum standard isn't failure. It's protection. It's the gap between a hard week and a spiral. A woman who does the minimum on her worst days is a woman who doesn't have to restart on Monday. That's the whole point.

The Mindset Work

HOW TO RECOVER MID-WEEK INSTEAD OF WAITING FOR MONDAY

Monday is a lie your brain tells you when it wants permission to stop trying until conditions improve. Conditions will not improve. Monday will become next Monday. This is the pattern.

The mid-week recovery looks like this: something goes off — a meal, a workout, a day that went completely sideways. Instead of writing off the rest of the week, you ask one question: what's the smallest thing I can do right now to stay in motion?

That's it. Not a plan overhaul. Not a reset. Not a recommitment speech. Just the next smallest action. One glass of water. One high-protein meal. A 15-minute walk. Something that says to your nervous system: we're still in this.

The week isn't ruined. It's just had a detour. HER knows the difference between a detour and a dead end — and she never treats one like the other.

REGULATION BEFORE ACTION

You cannot make aligned decisions from a dysregulated state. This is not motivational language — it's neuroscience. When your nervous system is in threat mode, your prefrontal cortex — the part responsible for long-term thinking, identity-based decision-making, and impulse regulation — goes offline. The part of your brain that says "what would HER do right now?" can't answer when the part of your brain that just wants to survive the moment is running the show.

Regulate first. Then decide.

This looks like: a few slow breaths before you open the pantry. A short walk before you respond to the stressful email. A body scan or quick somatic reset before you make a food decision from exhaustion. You don't have to spend 20 minutes meditating. You just have to create a gap between the feeling and the choice.

A regulated nervous system makes better decisions. A regulated body is a more responsive body. Regulation isn't extra — it's the foundation.

MODULE 09 · CONTINUED

The Bratty Voice vs. The Baddie Voice

Here's what's actually happening when you know what to do and still don't do it:

When you're stressed, tired, overwhelmed, or running on empty, your brain defaults to the limbic system — the part that runs on emotion, habit, and survival. It's reactive. It's not strategic. It responds to how you feel right now, not who you're trying to become. It's the part that says "screw it, I'll start Monday" before you've even finished the thought.

The prefrontal cortex is the part that makes intentional decisions, thinks long-term, and leads from identity. It's the part that asks "what would HER do right now?" and actually waits for the answer.

Because asking yourself "is my limbic brain running the show right now?" sounds weird, I call this the Bratty voice.

THE BRATTY VOICE

- Reacts from feeling, not identity
- Waits until she feels ready
- Decides one bad meal means the day is blown
- Sets a perfect standard and quits when she cannot meet it
- Goes ghost when things get hard
- "This is too hard. You deserve a break."
- "Ugh, this sucks! Why can't I have what I want?"
- "Wait until Monday. Wait until life calms down."

She is not a character flaw. She is just the current version of you that has not closed the gap yet.

THE BADDIE VOICE

- Acts from identity, not feeling
- Not always motivated. Not always rested. Not always in the mood.
- Does the 20-minute workout instead of nothing
- Eats the protein even when takeout sounds better
- Catches herself before the spiral
- Asks what HER would do and does it
- She is not perfect. She is consistent.

She made a decision about who she is and she leads from that, even when it is hard.

THE FILTER: Before you act, ask — who is making this call right now?

You do not have to be the Baddie 100% of the time.
You just have to catch the Brat before she makes the decision for you.

QUICK PROMPTS

- What decision am I about to make right now?
- Is this coming from how I feel or from who I am becoming?
- What is the smallest Baddie move I can make in this moment?
- If I do this, am I going to feel more like HER or less?

DAILY PRACTICES

- TheDaily Glow Up framework every morning — anchor your identity before the day runs you
- Future HER check-in: one question, any time — "what would SHE do right now?"
- Somatic reset for high-stress days: breathwork, body scan, short walk — whatever brings your nervous system back online before you react

MODULE 10

The 7-Day *Glow Up Challenge*

Seven days of living like HER on purpose.

MODULE 10

THE 7-DAY GLOW UP CHALLENGE

Identity without action is just journaling. This is seven days of exactly what to do so you leave this week knowing you can actually follow through. Not a detox. Not a reset. Seven days of living like HER on purpose, with a plan, even when life gets messy.

DAY 1: BE PREPARED

Today is about setting yourself up so you're not making decisions from a depleted state.

Actions:

- Map your week: look at your calendar and identify 3 windows for strength training
- Identify your one "risky" moment this week — the event, the late night, the Wednesday that always goes sideways — and decide in advance what HER does there
- Set your 3 non-negotiables for the week
- Write them somewhere you'll actually see them

Baddie vs Bratty check: *The Brat wings it and hopes for the best. The Baddie decides in advance.*

Prompt: *What's the one moment this week where you know the Brat will show up? What does the Baddie do instead?*

DAY 2: ACT LIKE THE BADDIE

Today, you practice catching the Brat before she makes the decision.

Actions:

- Apply the Baddie vs Bratty filter once today — just once
- Notice the moment you want to quit, skip, or spiral — and do the smaller version instead
- A 20-minute workout counts. Two high-protein meals count. One glass of water counts.

The goal isn't perfect execution. The goal is catching yourself and choosing differently once.

Prompt*: Where did the Brat show up today? What did the Baddie do instead?*

THE 7-DAY GLOW UP CHALLENGE

DAY 3: DONE OVER PERFECT

Today, you practice your minimum standard day.

What does showing up look like when you have 20 minutes, low energy, and a full schedule?

- Protein at two meals (not necessarily three — two counts)
- A 20-minute walk or 15-minute strength session
- One line of your Future HER Manifesto

That's it. That's a win.

Done on a hard day beats perfect on an easy one. Every time.

Prompt: *What did your minimum standard day look like today? Did it feel like enough? (It was.)*

DAYS 4-7: REPEAT + REAL LIFE APPLICATION

The formula doesn't change. Your life will.

Each day:

- Morning: read your Future HER Manifesto (60 seconds)
- During the day: apply the Baddie vs Bratty filter at least once
- Evening: one-question check-in — "Did I show up like HER today? Even a little?"

When something goes off track (and it will):

- Do not restart. Do not wait for Monday.
- Ask: what's the smallest thing I can do right now to stay in motion?

That's your next action.

Daily prompt for Days 4-7:

- Where did I show up like HER today?
- Where did the Brat make the call?
- What's one thing I want to do differently tomorrow?

END OF WEEK REFLECTION

- Where did I show up like HER this week?
- What pattern did I catch that I would have missed before?
- What is one thing I am doing differently next week?
- Am I ready to build this for real?

That last question is your bridge.

MODULE 10 - CONTINUED

THE 7-DAY GLOW UP CHALLENGE

DAY 01 BE PREPARED

The Brat wings it. The Baddie decides in advance.

TODAY'S ACTIONS

- [ ] Map your week — identify 3 windows for strength training
- [ ] Identify your one "risky" moment this week and decide in advance what HER does there
- [ ] Set your 3 non-negotiables for the week
- [ ] Write them somewhere you'll actually see them

> ***Today's Prompt:*** *What's the one moment this week where you know the Brat will show up? What does the Baddie do instead?*

DAY 02 ACT LIKE THE BADDIE

Catch the Brat before she makes the decision.

TODAY'S ACTIONS

- [ ] Apply the Baddie vs. Bratty filter once today — just once
- [ ] Notice the moment you want to quit, skip, or spiral — do the smaller version instead
- [ ] A 20-minute workout counts. Two high-protein meals count. One glass of water counts.

> ***Today's Prompt:*** *Where did the Brat show up today? What did the Baddie do instead?*

THE GOAL THIS WEEK

The goal isn't perfect execution. The goal is **catching yourself and choosing differently.** One catch per day is enough to start.

MODULE 10 – CONTINUED

DAYS 3 THROUGH 7

DAY 03 DONE OVER PERFECT

Done on a hard day beats perfect on an easy one.

YOUR MINIMUM STANDARD DAY LOOKS LIKE THIS

- [ ] Protein at two meals (not necessarily three — two counts)
- [ ] A 20-minute walk or 15-minute strength session
- [ ] One line of your Future HER Manifesto

> ***Today's Prompt:*** *What did your minimum standard day look like today? Did it feel like enough? (It was.)*

DAYS 4–7 · REPEAT + REAL LIFE APPLICATION

The formula doesn't change. Your life will. Each day, repeat this rhythm:

Morning	*During the Day*	*Evening*
Read your Future HER Manifesto. 60 seconds. Anchor your identity before the day runs you.	Apply the Baddie vs. Bratty filter at least once. Just once is enough.	Did I show up like HER today? Even a little?" That's your only question.

WHEN SOMETHING GOES OFF TRACK (AND IT WILL)

Do not restart. Do not wait for Monday.

Ask: **"What's the smallest thing I can do right now to stay in motion?"**

That's your next action.

DAILY REFLECTION PROMPTS — DAYS 4 THROUGH 7 WHERE DID I SHOW UP LIKE HER TODAY?

WHERE DID THE BRAT MAKE THE CALL?

WHAT'S ONE THING I WANT TO DO DIFFERENTLY TOMORROW?

MODULE 10 – END OF WEEK REFLECTION

YOUR WEEK ONE REFLECTION

WHERE DID I SHOW UP LIKE HER THIS WEEK?

WHAT PATTERN DID I CATCH THAT I WOULD HAVE MISSED BEFORE?

WHAT'S ONE THING I'M DOING DIFFERENTLY NEXT WEEK?

WEEKLY CHECK-IN — TRACK MORE THAN THE SCALE

WHAT TO TRACK	MON	TUE	WED	THU	FRI	SAT	SUN
Energy Level (1–10)							
Mood + Mental Clarity							
Protein Hit? (Y/N)							
Movement Done							
Sleep Quality (1–10)							
Hydration Hit? (Y/N)							
Non-Scale Win Today							
Baddie Moment Today							

Quick Reference Card

Fill in your sections and keep this somewhere you will actually see it.

MY SABOTAGE ARCHETYPE

Circle yours: **The Perfectionist** **The Ghost** **The Martyr**

MY 3 NON-NEGOTIABLES — The floor I do not fall below, no matter what:

ONE LINE FROM MY FUTURE HER MANIFESTO — The one that hits hardest:

THE BRATTY VS. BADDIE FILTER

Before you act: Is this the Baddie or the Brat making the call?

If it is the Brat, what is the smallest Baddie move I can make right now?

LOW-CAPACITY DAY PROTOCOL

- Hit protein at one meal — build from there
- Movement: a 15-20 minute walk counts
- Sleep 7+ hours — this is a fat loss strategy
- Read your manifesto — anchor identity before capacity drops further

THE ONE QUESTION FOR EVERY HARD DAY

"What would HER do right now?"

CLOSING + NEXT STEPS

You Already Know Who She Is.

You just did something most women never do. You stopped diagnosing the problem and started **doing something about it.**

You have a named pattern. A future HER identity. HER non-negotiables. A decision filter. Nutritional foundations. A muscle protection plan. Seven days of proof that you can follow through. That's not nothing, that's the foundation.

What this Playbook can't give you is the full container: the coaching, the accountability, the community, and the complete system to run this inside your actual life for 24 weeks.

That's what H.E.R. Glow Up is.

H.E.R. Glow Up is where you stop burning out.

24 weeks. The full system. Results that hold when life gets messy.

APPLY HERE

You have been catching glimpses of HER your whole life. This is just the part where you stop waiting for her to show up and start leading from her.

THE GLOW UP

OMG, I just had to stop my workout to write you! I've had a rough week emotionally and I'm here at the gym pushing through a lower body day. Anyways, this guy that has been working out at the same time as me over the past few years just came to ask what I've changed. He said he has noticed changes and my muscles are really standing out and I'm looking stronger.

My mental awareness and calm mind has been life changing. Before I was a mess and constantly stressed, anxious, or overwhelmed. It trickled down to all aspects of my life including my family, which wasn't fair to them. Now, I can manage my stress and am very aware when those negative emotions start to pop back up. I now have the tools to manage those feelings and handle them. My entire household has benefitted from this change.

Before working with you I was making 0 progress. I had no goals and felt completely lost-I didn't even know where to begin! If I had never signed up to work with you I would still be on that path, lost with no direction but wanting to start somewhere. Since working with you I have developed a healthy relationship with food, I have identified what foods my body likes and how to eat balanced meals, I enjoy moving my body and miss it on the days I don't! I have more energy than I did before and I'm up at 5:30 every day exercising, still even after working with you a year later! Your program not only gets results but sustainable ones that you can put in place for forever!

Two months into this glow-up and I'm starting to really feel the difference. I have more energy, and my health and fitness goals are on track in a way that feels manageable. I'm enjoying food again without feeling restricted, which is a big shift. The habits I've been building are simple and easy to keep up with. Even my husband mentioned he's noticed a difference—and said it's been worth the investment. That meant a lot.

This feels less like a quick fix and more like something I can maintain long-term 💪🥰

I can't get over how dramatically my mindset with the scale shifted. I was very nervous about weighing myself every day and I actually discovered it was so freeing. I learned a lot about my body and it's fluctuations and the fact that there are totally appropriate reasons for weight to be up or down.

I lost weight for the first time in years. Just a few lbs but I'm telling you - I haven't seen that in a very long time. And I did it by doing something that feels totally sustainable to me! That's a huge win.

I saw more movement with inches lost and learned that is actually what I'm aiming for. I feel better in my clothes!!

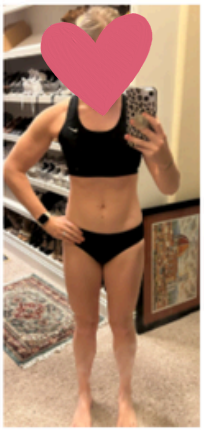
I'm a former program hopper. I've tried it all and I've taken something from most programs or experiences. But working with Kayla has been life shifting. I have truly found myself. Kayla's ability to sit with you, ask tough questions and problem solve until you've found the solution that actually works for you is a true gift. Thanks to Kayla I no longer feel like I'm chasing a number. I've embraced my body and its strength and resilience in a way I never have before. I found my core habits, not someone else's favorites or what the macro or meal plan dictates. The exact breakfasts, lunches and dinners that fuel me, I enjoy and I can easily repeat. The movement that feels right for my body. The mindset that will carry me forward. I feel so steady, grounded and at peace. Kayla is a true unicorn in this space. I am forever grateful for her ✨💗











There are truly not enough words to describe how amazing Kayla has been on my health journey!!! Being a military spouse and a special needs mom, I've had a lot of struggles thrown at me the last few years, and my personal health took a backseat. I was frustrated and felt like I was trying everything I could to get back to ME, but nothing was working. I knew that working with a coach would not only help me, but keep me accountable, which is what I needed the most! I was hesitant to start at the beginning of summer - I knew we had two weddings, vacations, etc and it's harder to live a healthier lifestyle, but I was tired of making excuses and signed up. What I didn't realize is how much Kayla would impact ALL areas of my life!! There were weeks where I was disappointed in my progress and she made me realize all of my "wins" instead. She challenges me to think about WHY I do things and never once judges my decisions, but rather helps me through them! She has been monumental in my journey and is my biggest cheerleader! ***I am down 16 inches and 15 pounds since working with Kayla***, but honestly, numbers don't matter to me nearly as much anymore!! I FEEL amazing - I am happier, I no longer have that mid-afternoon energy slump, my clothes fit so much better (and I've had to buy smaller sizes!), I have way more confidence in myself... the list goes on and on!! Kayla is truly the best and I will forever be grateful for her!

Resources



THE DAILY GLOW UP

Your daily framework.

1. Define Today's Goal
2. Step Into Your Identity
3. Follow Your Baddie Baseline
4. What If I Get Triggered?
5. Take Aligned Action

click image to download

Personalized Meal Planning Prompt

Use this in depth and highly customizable meal planning prompt to help you stop guessing and starting eating like HER.

Get the prompt here.

Reflection Sheets

Print them. Fill them out. Use them.

Grab them here.