



TOUGH MUMMA VIP

Offer Ends: 31st Jan 2025

Spots Left: 15 10 spots left

Would you like to learn life-long skills in how to lose unwanted fat, and regain your fitness, health, and confidence, all while balancing the demands of being a Mum?

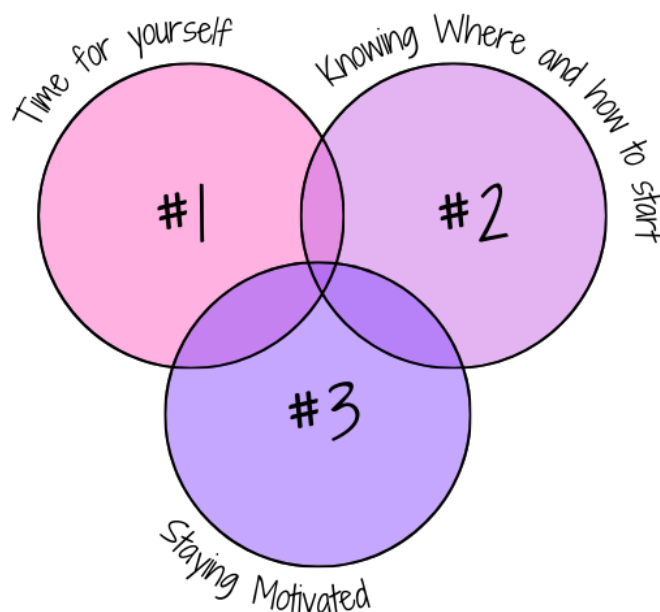
My Tough Mumma VIP program is designed to help you lose up to 10kg, feel confident, and energetic, and love the body you're in, all in 12 weeks... without spending hours in the gym or cutting out the foods you love.

I will give you all the tools and resources you need to succeed.

Top 3 Common Challenges Mums Face when Getting into Shape:

If you are like most mums, you've probably tried many different diets, detoxes, cleanses, workout plans, etc., and haven't had the lasting results you wanted. Don't worry, you're not alone! Here are 3 of the top challenges I see mums face and I have faced myself:

1. Struggle to find time for yourself and meeting your own needs.
2. Not sure where to start or even how to get started!
3. Struggle to stay motivated in the long term.





Here is how I'll help you tackle each of these challenges and get the results you want.

1. Struggle to find time for yourself and meeting your own needs.

As mums, we are constantly juggling the demands of family, work, and home. Not only are we trying to make sure everyone is fed and where they are meant to be, but we also need to make sure we are meeting our work obligations, running kids to their after-school jobs and sports, making sure there's food in the cupboards and then get dinner on the table before getting everyone ready for bed. It's easy to think "I don't have time to exercise" when you already struggle to have a shower or coffee without interruptions!

As a solo mum of 3 boys, I get it!

That's why I create a personalized plan that fits easily into your busy day. You'll have workouts that are short, effective, and can be done at home with little to no equipment, in the park, with the kids, or in the gym if you choose. No more searching for hours you don't have, I'll work with you and the time you do have.

2. Not Sure Where or How to Get Started.

Many mums want to make a start and want to be an example to their kids about how to eat and live a healthy lifestyle but with new fad diets coming out all the time, it's hard to keep up and know what really does work. No doubt, you've probably tried a few and found that they just aren't sustainable in the long run or they don't get you the results that you want. Maybe you've tried some 'get fit at home' apps or YouTube challenges and found you didn't get the desired results. I am here to help take away the confusion for you by giving you a clear plan for your fitness and nutrition.

Not only will I give you a clear plan forward, I will use a technique that will give you fast and sustainable results. Without using this technique, many mums struggle to see results or their results are painfully slow. This technique is called periodization and will meet your changing needs.

What is periodization? To put it simply, it's strategic adjustments to your training and nutrition plan every few weeks to keep your body progressing toward your goals. If you are doing the same thing in your workout for too long, without any changes, your body adapts, and your progress slows down. With periodization, I make adjustments every 4 weeks to keep your body challenged and moving forward, helping you get consistent results, faster and sustainably.

I will be tracking your progress closely, adjusting not only your workouts but your nutrition as well. It is critical that your nutrition aligns with your workouts to avoid unwanted outcomes such as muscle loss, weight gain, low energy, or hormonal imbalances. Many programs neglect this, but I will make sure to customize and periodize both your workout and nutrition plans, so you are always on the path to success.



3. Struggle to Stay Motivated Long Term

We all know the feeling of signing up for a new program or a challenge with the expectations of reaching our goals. During the first couple of weeks, we are committed to the plan, we make the necessary adjustments but then slowly we fall back into old ways and our plan becomes less of a priority. Sometimes it just takes one day of things coming up – kids get sick, work becomes hectic, you have a couple of sleepless nights, etc. The motivation slips and you find yourself saying “I’ll start again Monday” but as Monday rolls around, it still hasn’t made it to your priority list.

This is so common among mums, that I think we have all been there one time or another (this is a consistent cycle for many), but it’s one of the biggest reasons why mums struggle to reach their goals. Then we become critical of ourselves because we aren’t happy with how we look, or how we feel, we can’t keep up with the kids, we are always tired, and feel we won’t ever reach our goals.

I won’t give you a plan and leave you to work at it on your own. I am here to help you every step of the way, to keep you committed to your goal and to remind you why you started and why you are doing this. With daily support, weekly coaching calls, a clear plan forward, and access to my private community of mums just like you, you’ll have the accountability, encouragement, and support you need to stay motivated, even on the tough days when nothing goes to plan!

How You Will Succeed

Based on all the challenges above (and many more I hear from mums) I have designed the Tough Mumma VIP program to give you everything you need to succeed.

1. Personalised Training and Nutrition Plan

As I mentioned before, I will give you a customized fitness and nutrition plan tailored to your specific needs, lifestyle and goals. This plan will be delivered through my training app, where you can easily follow along, track your progress, and stay accountable. Best of all, your plan is updated every month to ensure you’re constantly progressing and seeing results. Whether you have 15 minutes to squeeze in a workout or an hour, I’ll adjust your plan to suit your time constraints.

2. Mindset & Habit Coaching Program

The reason I have called this program Tough Mumma, is because us mum’s carry the weight of our families on our shoulders. We have to be there when our kids are hurting – physically and emotionally, we need to be there for our partners, create a happy and healthy home environment, shoulder work responsibilities and also meet our own needs. This load is challenging on its own without feeling disheartened from achieving our own personal goals.



Lasting results don't just come from our workouts and meal plans, they come from shifting our mindset and building healthy habits. As we get older, habits are more ingrained and harder to change. Our mindset and habit coaching program will help you change the way you think about food, fitness, and self-care. You'll have access to video lessons that teach you how to rewire your mindset for long-term success, so you can break free from old habits and build new ones that stick. Not only for our own benefit but so we can also to show our kids a healthier way to live so they don't have the same struggles. My goal is to ensure that you never have to repeat this process ever again!

3. Weekly Group Coaching Calls

Each week, we'll meet for a group coaching call. These calls are a way to help keep you motivated and focused, plus have a chance for you to ask questions, share your wins, and challenges, and get advice on any roadblocks you're facing. You'll never feel lost or unsure of what to do next because we'll be right there with you, every step of the way. These calls will also be accountable and committed. You will have lifetime access to these, so that even after you have reached your goals, you can continue to join these to stay motivated and on track.

4. Supportive Tribe of Like-Minded Mums

We all know it takes a tribe to raise your kids, we are creating a tribe of women to help keep you on track and feel supported in reaching your goals, especially when life gets tough. That's why you'll have access to a private Facebook Group filled with other mums on the same journey as you. This is a space to ask questions, share tips, and celebrate wins with people who understand exactly what you're going through. You'll never feel like you're doing this alone ever again, as you will also have lifetime access to this tribe of women.

5. Access to Me Anytime You Need

I know there are times when we all need that little extra encouragement or need to ask a question about how to do a particular exercise or when you feel like you aren't getting the desired results. You will be able to message me any time with your questions and I will get back to you as soon as possible (just please be mindful that I have kids too). This is part of me being committed to you getting your desired results. I am in your corner every step of the way.

The Investment

Tough Mumma is an investment into your health, fitness, well-being, and confidence. This program is will serve you longer than just the 12-weeks. I have a current **Start 2025 Strong** special that will be running until 31st January, where you can access this program with a 25% discount! Normally \$175 per week, this is now just **\$131.25 per week over 12 weeks** or you can have it as an **ongoing** membership until you decide to cancel. If you would like a



12-week package in full, it will be just **\$1500** (Monthly payment options are available). This will give you access to everything you need to achieve lasting results including

- Personalized training and nutrition plan,
- Access to my app,
- Mindset and habit coaching,
- Accountability
- Ongoing access to course videos and materials
- LIFETIME ACCESS to private FB group and community supportive group
- LIFETIME ACCESS weekly group coaching calls
- Access to me when needed.

Bonuses for Joining This Intake

To make sure you have everything you need for success if you sign up during this Black Friday Special, you'll also get access to these special bonuses:

- **Bonus #1 – High Protein Recipe Book valued at \$30.** This is full of high-protein recipes that cover every meal of the day that you and the family will enjoy. It comes with a macro breakdown plus a MyFitnessPlan bar code to make tracking your meals even easier.
- **Bonus #2 – 1:1 Mindset Coaching Sessions.** Each month when we meet to update your program and nutrition plan, we will also have a session together to help you overcome any mental blocks standing in the way of you and your results.

Risk-Free Guarantee

I know that taking the first step can be daunting. That's why I'm offering a unique guarantee: if you purchase a 12-week package, you have applied my process and haven't achieved the goals that we established at the beginning, I won't just leave you hanging. I'll continue to work with you for free until you reach your goals. It is my goal for you to have success, and I am committed to supporting you every step of the way.

How to Join Tough Mumma VIP

If this sounds like the right fit for you, all you need to do is send me a message with "I'm in," and I'll get everything set up for you. This is your time to prioritize yourself, lose those unwanted kg's, and feel amazing again.

I look forward to working with you!!



Forever In Your Corner,

Von

P.S. Remember this is more than just a fitness program. It is about giving you the body, energy, confidence, and well-being to be the best version of yourself. You've got nothing to lose with my guarantee to continue to work with you if you don't hit your goals in the 12 weeks. The only thing you will lose is the kgs! 😊

P.P.S I know there may be some hesitation in such a big investment in yourself, especially thinking if you have the time and money into something new and what if it doesn't work? You've probably felt that before. What if it's not as good as it sounds?

Here's the deal with the best and worst outcomes:

Best case scenario: Over the next 12 weeks, you could lose up to 10kg, feel and look amazing, be confident in your skin, increased energy, and new zing for life. Plus you will gain the knowledge to maintain this new body and health for the long term. No more yo-yo diets and ending back up where you started.

Worst case scenario: It might not be the right fit, or not what you expected. That's ok. That is why you can stop this program at any time and keep all the resources and materials you have gathered so far.

I've built this program with your success in mind – because when you win, I get a deep satisfaction from it.

So there's no real downside is there?

If you're ready to get started, just message me with "I'm in," and I'll send you the link to join!