

MacPherson Method Protocol

This is for you if

- You are an ambitious, high-achieving, stressed female struggling with weight, energy, and confidence.

Core Components:

- Personal success coach - virtual and messenger style feedback
- Initial 1-1 60 minute hormone and metabolic assessment
- Weekly accountability (virtual messenger style)
- Weekly accountability call with 1 of the success coaches (group)
- Private Facebook group with dedicated health experts
- Lifetime access to the membership site with updates
- Workout protocol designed for the busy, stressed woman
- 200+ meal/ meal plans for efficiency
- Customized meal plan upon request (if you want one)
- Step by step protocol for hormone optimizing
- Metabolic restoration and increasing efficiency and flexibility
- Stress management
- Heal your hormones masterclass
- Personalize supplement recommendation (based on the hormonal picture)
- Knowing what to eat, when and why for YOUR body type

How it Works:

Quite simply, I'm going to help you lose the extra weight that's holding you back from being **energized, confident, and comfortable** in your body by using the 3 pillars crucial for ambitious, busy, stressed women.

1. Optimize your hormones
2. Restore your metabolism and increase efficiency
3. Release stress inflammation.
4. Recover from adrenal dysregulation
5. Support digestion and elimination and clear toxicities
6. Reclaim the goddess energy to find more calm and confidence while being a powerful, successful woman.

Add to that the high level of accountability and support of a team of women's health and hormone experts...

And you have what I believe is required and needed for massive success over the next 4 months.

Commitment: 4 Months (long enough to both implement, optimize and solidify long term lifestyle change)

Investment: \$3000

Payment plans available here >> <https://aliciamacpherson.thrivecart.com/macpherson-method-vip/>

What it is not:

- Diet pills
- Cleanses
- Detox
- Restricted or depriving (we have an 80% compliant principle)
- Quick fix
- One plan fits all
- Noom
- Weight Watchers
- Yo Yo Dieting

MacPherson Method Overview - Protocol Break down

Accountability Checks: Personal, individualized accountability checks with your success coach every week. Each week you will receive an accountability form to assess progress and your coach will provide direct feedback after reviewing that plus any tracking, pictures, measurements or assignments.

Weekly Group Accountability with success coaches - Zoom - They are live-streamed into the Facebook group and recordings available.

Welcome

This is the onboarding process

- ☐ Watch Welcome Module Videos
 - ☐ Welcome Video
 - ☐ Watch Program Overview video
 - ☐ Watch MacPherson Method Facebook Group Video
 - ☐ Watch Membership site video
- ☐ Listen to Create your drive
 - ☐ Create drive
 - ☐ Organize your google drive
- ☐ Listen to Assessment
- ☐ Listen to Practice better - this is our accountability platform and how you will communicate with your coach
- ☐ Read through ambitious women's empowerment code

PHASE 1 - Work through the 5 steps below at your own place. This process should take 6-8 weeks to complete

Step 1

Watch and implement before moving onto step 2

- ☐ IF protocol for high-performing women
- ☐ Tracking food training
- ☐ Healthy Obsession Mindset Intro
- ☐ Why exercise
- ☐ Listen to Set for success
- ☐ Fitness Video

Step 2

Watch and implement before moving onto step 3

- ☐ Anti-inflammatory Food List
- ☐ The truth about calories
- ☐ Goal Setting
- ☐ Pro/Cons List

Step 3

Watch and implement before moving onto step 4

- ☐ Protein targets for female-specific fat burning
- ☐ Meal Prep Matrix for efficient meals
- ☐ Affirmations

Step 4

Watch and implement before moving onto step 5

- ☐ Carb control - determine carb individual carb tolerance
- ☐ Elimination and detoxification
- ☐ Self- Monitoring

Step 5

Watch and implement before moving onto Phase 2

- ☐ Fat leveraging for fat burning and healthy hormones
- ☐ Emotional Eating triggers

Step 6: High-Performance Lifestyle

PHASE 2 - After Implementing phase 1 (80% compliance) start working through these modules and altering the plan according to

- ☐ Honor your cycle
- ☐ Honor your cycle - Intro
- ☐ Honor your cycle - Nutrition
- ☐ Honor your cycle - Exercise

PHASE 3 - After Implementing phase 2

- ☐ Metabolic Flexibility
- ☐ Freedom and intuition: Transitioning off tracking

PHASE 4 - Unleash the Goddess Program for infinite confidence and calm

- ☐ **Balancing** out the masculine and feminine energy. Understanding the trifacta to a powerfully, aligned woman.
- ☐ Being able to ask for what you want and need. How to confidently create boundaries and start unapologetically being in your own authenticity.

- ❑ **Emotional Intelligence:** The power to move through negative feeling emotions. Ditching anxiety, stress, frustration for calm, peace, and happiness
- ❑ **Desire:** Learn how to manifest abundance in all areas of your life, and become an energetic match with your deepest desires.
- ❑ **Unlock your hormonal advantage:** How to create more flow with your hormones to increase efficiency, productivity, calm, and happiness. Learn how to eat, move, live in sync with your hormonal fluctuations to increase energy, confidence, and efficiency.
- ❑ **Pleasure and sensuality.** Learn how to say YES to what you want and how you want to feel every single day.

Hormone Training

- ❑ Heal your hormones masterclass

Travel Tips

- ❑ Heal your hormones masterclass