

**Kimberly Suraj, RD, Diabetes Educator &
Founder of Dragonfly Nutrition**

UNSTUCK. FORWARD

Why You're Stuck and How to Finally Move Forward

About the Author

Par a Registered Dietitian, a certified Diabetes Educator, and the proud Founder of Dragonfly Nutrition. With over 14 years of dedicated experience in both public and private health setting and nutrition, Kimberly's passion is empowering individuals like you to achieve your long-term health goals, especially in diabetes and weight management. Her approach goes beyond quick fixes, focusing on helping you develop sustainable habits and reach your ideal weight. Kimberly provides evidence-based strategies to identify the best foods and lifestyle adjustments that can help you feel like your best self again. She's incredibly excited to support you on your path to lasting wellness, guiding you every step of the way.



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Why You're Stuck & How To Finally Move Forward

Are you a Women Over 30 Struggling with Weight Loss?

Welcome & Introduction

Greeting & Warm Welcome:

I want to extend a heartfelt welcome to all you wonderful women and express my sincere gratitude for purchasing this ebook. It is truly inspiring to see so many women who are dedicated to enhancing their health and overall well-being.

My name is Kimberly Suraj, and one of my goals as a Dietitian and a woman is to empower women over the age of 30 to overcome their weight loss challenges and embrace a healthier, more vibrant lifestyle.

Today, we will delve into the underlying reasons why women often feel stuck in their weight loss journeys, particularly after the age of 30. We will also discuss practical strategies to help you overcome these obstacles and move forward with renewed confidence. My aim is to provide you with actionable insights that will empower you to take the next steps in your health journey.

Here are the key topics we will be covering:

- We will identify the root causes of weight loss challenges
- Discuss crucial mindset shifts that can make a significant difference
- Share effective strategies to break the frustrating start-stop cycle that so many women experience
- Explore what sets the Lifelong Wellness Program apart

Understanding the Struggle

The Common Frustration

Many women I encounter express feelings of frustration and helplessness, despite their consistent efforts to lose weight. They often feel as though they are doing everything right, yet the results are not reflecting their hard work. The reality is that weight loss tends to become more complex after the age of 30 due to a combination of **biological, psychological, and lifestyle factors**.

The Real Reasons Women Over 30 Struggle with Weight Loss:

1. **Hormonal Changes:** As women age, their levels of estrogen, progesterone, and thyroid hormones can fluctuate or decline significantly. These hormonal changes can negatively impact metabolism, fat storage, and energy levels, making weight loss increasingly challenging.
2. **Metabolic Slowdown:** With age, women often experience a loss of lean muscle mass, which in turn leads to a decrease in the number of calories burned at rest. As a result, even if you maintain the same caloric intake, losing weight can become a much more difficult endeavor.



3. **Stress & Cortisol** : Chronic stress is a common issue that elevates cortisol levels in the body. High cortisol levels are associated with increased fat storage, particularly in the abdominal region. If you find yourself constantly stressed or overwhelmed, it can be a significant barrier to your weight loss efforts.

4. **Calorie Creep**: Small, unnoticed extra bites and snacks add up; body also adapts, decreasing calorie needs as weight decreases.

5. **Plateaus Are Normal**: Weight loss may stall temporarily as the body adjusts to new routines, part of the natural process.

6. **Underestimating Portions & Hidden Calories** : Misjudging serving sizes, not knowing what your serving sizes are applicable for you and consuming calorie-dense "healthy" foods or drinks can sabotage efforts. A "serving" in your mind might be double the actual portion size, leading to an overconsumption of calories.

7. **Lifestyle & Environment:** Many women juggle multiple responsibilities, such as work, family, and caregiving, which often leads to irregular sleep patterns, reduced physical activity, and unhealthy eating habits. This chaotic lifestyle can hinder weight loss progress significantly.

8. **Lack of Consistency:** Life happens, and it's easy to slip off track with your diet or exercise routine. Inconsistent effort can prevent you from seeing continued progress.

9. **Not Enough Movement:** While diet is crucial, increasing your activity level burns more calories and can help break through a plateau. You might be less active than you think, or your body has adapted to your current routine.

10. **Stress and Sleep:** Chronic stress can lead to increased cortisol levels, which can promote fat storage. Poor sleep can also disrupt hormones that regulate appetite, making it harder to control cravings.

11. **Muscle Gain:** If you've been incorporating strength training, you might be gaining muscle while losing fat. Muscle is denser than fat, so your weight might not change much even if your body composition is improving.

5. **Unhealthy Diet Cycles:** Engaging in yo-yo dieting and restrictive eating can disrupt metabolic processes and create a cycle of frustration and disappointment. These patterns can be detrimental to long-term weight management.

6. **Psychological Factors:** Emotional eating, self-sabotage, and mindset barriers can undermine your efforts, even when you are following a healthy plan. Understanding and addressing these psychological aspects is crucial for lasting success

Client Example:

Allow me to share a relatable story about a woman named Lisa, who is in her 40s and has been struggling with her weight. Despite trying numerous diets and exercise programs, she found it difficult to lose the stubborn belly fat that plagued her. As we explored her situation, it became clear that hormonal changes, coupled with the stress of her demanding job, were significant factors contributing to her challenges. Once Lisa recognized these influences, she was able to implement targeted lifestyle adjustments that ultimately led to meaningful progress.

The Power of Mindset

Your beliefs and thoughts play a pivotal role in shaping your behaviors and, consequently, your results. Many women harbour limiting beliefs that hinder their progress, such as *"I can't lose weight after 30"* or *"This is just who I am now."* Unfortunately, these negative thoughts can become self-fulfilling prophecies, creating a cycle of defeat. However, the good news is that your mindset is malleable, and you can actively work to change it.

The Shift Needed:

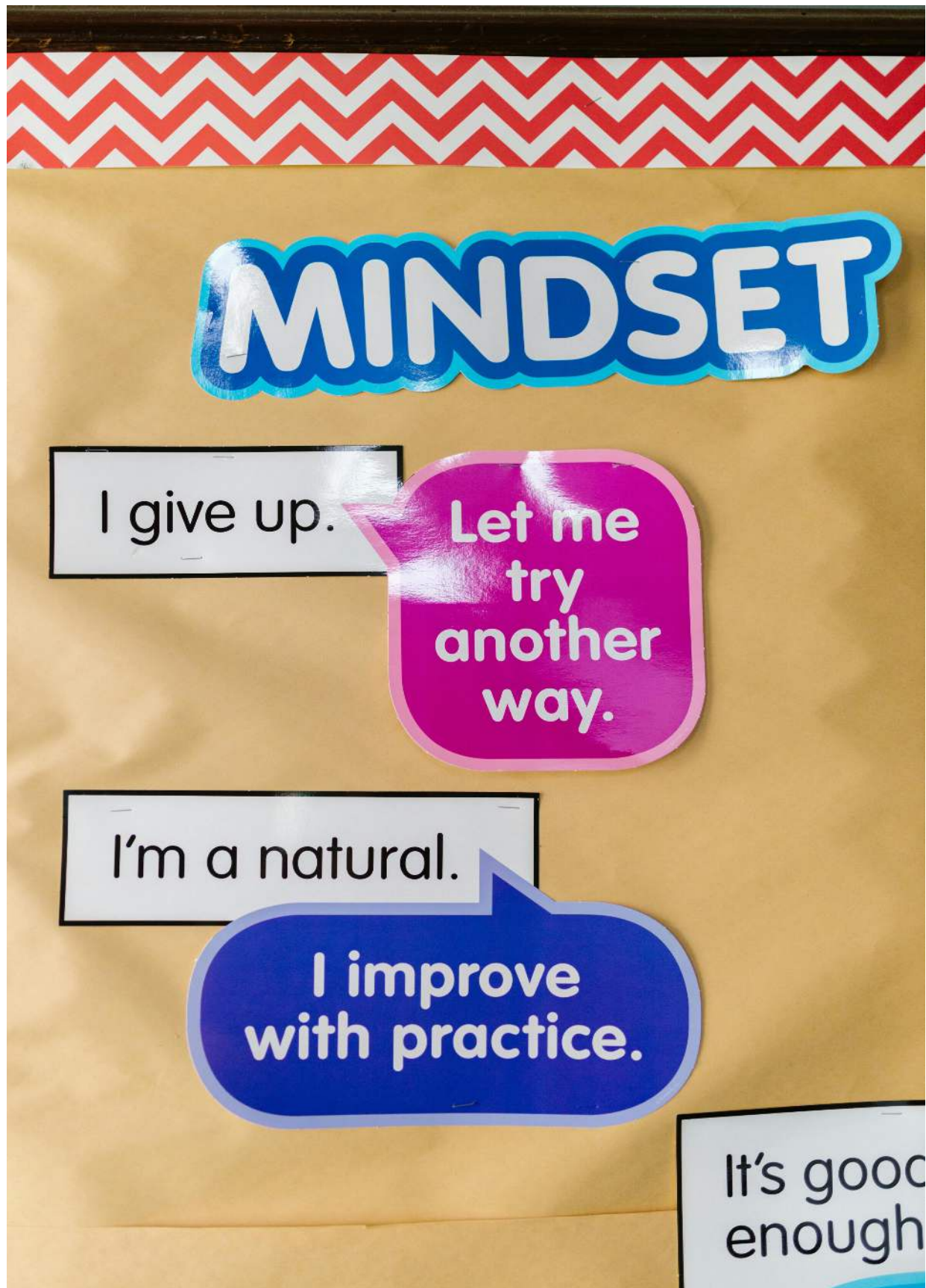
To foster a healthier mindset, it is essential to **shift** from **self-criticism** to **self-compassion**. Instead of thinking, *"I should,"* embrace the perspective of *"I choose."* By focusing on progress rather than perfection, you create a healthier and more empowering narrative around your weight loss journey.

Practical Tips to Shift Your Mindset:

Consider incorporating daily affirmations into your routine. Reframe setbacks as opportunities for growth and learning. When faced with challenges, ask yourself, *"What can I do differently next time?"*

This approach fosters resilience and encourages a focus on your **"why"**, the deeper reasons behind your desire for better health.

Lastly, take time to celebrate small victories along the way, as these moments of recognition can significantly bolster your motivation.



Interactive Moment:

I would like to invite each of you to take a moment to reflect and share one positive belief that you can adopt starting today. This could be something like, “I am capable of change,” or “I deserve to feel healthy and happy.”

Engaging in this exercise can help reinforce a positive mindset and foster a sense of community among us.



Breaking the Start-Stop Cycle

Understanding the Cycle

A common experience among many women is the frustrating start-stop cycle of weight loss efforts. You begin a new diet or exercise plan with enthusiasm, only to lose motivation and ultimately give up. This pattern not only leads to frustration but can also diminish your self-esteem over time.



Why the Cycle Happens

This cycle often occurs due to a lack of sustainable strategies, unrealistic expectations, and neglecting the importance of mindset and emotional health. It's essential to understand these underlying issues to effectively break free from the cycle.

Strategies to Break the Cycle

1. **Set Realistic Goals:** Focus on small, achievable milestones rather than overwhelming yourself with lofty expectations.
2. **Create Rituals, Not Just Rules:** Make healthy habits enjoyable and meaningful to you.
3. **Build Accountability:** Partner with friends, coaches, or support groups to help maintain your motivation.
4. **Focus on Consistency, Not Perfection:** Every small step counts, and celebrating these efforts can boost your morale.
5. **Address Emotional Triggers:** Utilize mindfulness and emotional awareness techniques to recognize and manage emotional triggers that may lead to unhealthy eating behaviors.

Practical Exercise

Let's take a moment for a quick visualization exercise. Close your eyes and picture your ideal healthy self.

What do you look like? How do you feel? What activities are you engaging in?

Hold onto that visualization, as it serves as a powerful source of motivation to guide your actions moving forward.

Actionable Steps to Move Forward

Now that we've explored the reasons behind your struggles and the importance of shifting your mindset, let's discuss practical steps that you can implement today:

- **First, identify your 'why'** — clarify your deepest motivation for wanting to improve your health. Writing it down or vocalizing it can help solidify this commitment.
- **Next, choose one mindset shift to focus on.** This could be adopting a positive affirmation or reframing a negative belief about your abilities.
- **Consider joining a supportive community or program, such as the Lifelong Wellness Program,** which can provide guidance, accountability, and encouragement as you navigate your journey.
- **Start creating small daily habits that promote your health,** such as staying hydrated, moving your body regularly, and practicing mindful eating.
- **Prioritize Protein and Fibre:** These nutrients are incredibly satiating, helping you feel fuller for longer and reducing the likelihood of overeating. Focus on lean proteins and plenty of fruits, vegetables, and whole grains.
- **Manage Stress and Sleep:** Implement stress-reducing techniques like meditation, yoga, or deep breathing. Aim for 7-9 hours of quality sleep each night to help regulate hunger hormones.

Why You're Stuck and How to Finally Move Forward

- **Be Patient and Consistent:** Weight loss is a marathon, not a sprint. Trust the process, stay consistent with your efforts, and understand that setbacks are normal. Focus on long-term habits rather than quick fixes.
- Finally, make it a priority to track your progress and celebrate every win, no matter how small. Remember, *consistency is more important than perfection*, and every step forward is a step toward transformation.



Introducing the Lifelong Wellness Program

Discover Lasting Wellness with Our Lifelong Wellness Digital Program

Picture a program that genuinely adapts to your needs, providing flexible learning and tailored support for tangible outcomes. The Lifelong Wellness Program is exactly that. Our user-friendly digital platform offers a complete range of resources, making sure you have all you require for your wellness journey.

A Holistic Approach for Tangible Results

The Lifelong Wellness Program offers a truly holistic approach to health, recognizing that well-being extends beyond just diet. We focus on mindset, practical skills, and consistent support. In our program, you will receive comprehensive nutrition guidance that emphasizes balanced and flexible eating, making it enjoyable rather than restrictive.

We also provide mindset modules to help you overcome mental barriers that may be hindering your progress.

Furthermore, we focus on lifestyle optimization, addressing crucial elements like sleep, stress management, and physical movement.

To ensure you stay on the right track, we incorporate regular tracking and assessments, allowing for timely adjustments that keep you aligned with your goals.

This method ensures that you are continually moving forward in your health journey. To measure progress and celebrate achievements, each participant will have two or three weigh-ins: one at the beginning of the program and one at the end. This structured measurement, combined with expert guidance and a robust support system, ensures tangible progress.

Engaging Micro-Learning Modules

You'll gain exclusive access to a rich library of micro-learning videos, led by Registered Dietitians and other certified health professionals.

These short, focused videos cover vital topics such as sustainable lifestyle changes, practical healthy eating tips, powerful mindset shifts, stress management, and much more.

The Power of Micro-Learning: In our busy lives, finding time for extensive workshops can be challenging. Micro-learning delivers information in bite-sized, digestible chunks, making it incredibly easy for you to fit valuable health education into your day. This approach boosts engagement, improves retention, and allows for immediate application of new knowledge, leading to faster, more effective habit formation.

Personalized Support, Community, and Accountability

We believe true transformation comes from a **blend of knowledge, personalized guidance, and a supportive environment.**

The Lifelong Wellness Program goes far beyond just educational content:

- **Personalized Meal Plans:** You'll receive a customized meal plan. This isn't a one-size-all diet; it's a structured, easy-to-follow guide tailored to your unique needs and goals, helping you navigate healthier eating with confidence and clarity.
- **Weekly/Bi-Weekly Group Follow-Ups:** Beyond the digital lessons, you'll benefit from bi-weekly group follow-up sessions. These interactive sessions foster a sense of community, allowing participants to ask questions, share progress, and receive direct guidance from our health professionals. This is where real-time support and problem-solving happen.
- **Vibrant Community Forum:** A dedicated, private online community provides a safe space for you to share your struggles, celebrate your wins, post photos of your healthy meals, and connect with peers facing similar challenges. This shared experience fosters camaraderie and strengthens commitment.
- **Real Support, Real People:** Unlike many impersonal digital programs, you'll know you have someone real you can talk to and get the assistance you need. Our program is built on the foundation of human connection, providing a genuine support system for every step of your journey.

What You Can Achieve

This program is designed for women who are **genuinely committed to achieving a sustainable lifestyle change**. While some clients have experienced remarkable outcomes, such as **losing 5-10 lbs in just 6 weeks, reducing inches from their bodies, and fitting into clothes they previously couldn't wear**, it's crucial to recognize that this is **not a quick fix** program.

Your results are not guaranteed and will depend entirely on the effort and dedication you invest.

For those who are dedicated and choose to work with me, I will provide support and guidance throughout the entire process, assisting you in developing lasting habits.

Results and Testimonials

Let me share some inspiring success stories from women who have participated in this program.

Many report transformations that extend beyond just weight loss; they find **increased confidence, renewed energy, and an overall sense of wellness** that they thought was out of reach.

These testimonials highlight the profound impact that the Lifelong Wellness Program can have on your life.

Choose Your Path to Wellness: Program Tiers

We understand that everyone's commitment level and needs are different. That's why we offer **three flexible options** to help you kickstart and sustain your wellness journey:

- **3-Week Group Introduction:** Perfect for those who want to dip their toes in and experience our program without a longer commitment. This group option provides a fantastic foundation.

- **6-Week Cohort Group:** Ready for a deeper dive? Our 6-week group cohort offers extended support and community, allowing for more significant habit formation and progress.

- **12-Week Premium 1:1 Coaching:** For the most personalized and intensive experience, our 12-week one-on-one option is designed for you. This premium tier includes everything in the group programs, plus:
 - **Guest Expert Sessions:** Regularly hosted sessions featuring specialists in various fields of health and wellness, offering diverse perspectives and deeper dives into critical topics.
 - **Fitness Home Workout Videos & Links:** A curated collection of workout resources to help you integrate physical activity seamlessly into your routine.

Your Lifelong Wellness Workbook: Take Action Towards Lasting Health

Welcome to your personal workbook!

This companion guide to "Why You're Stuck and How to Finally Move Forward" is designed to help you actively apply the insights from the e-book and kickstart your journey to sustainable wellness.

Section 1: Understanding Why You're Stuck Key Takeaway:

Often, the reasons we get stuck in our health goals aren't just about willpower. They can be deeply rooted in past experiences, limiting beliefs, or an unclear understanding of what truly supports our bodies.

Your Action Steps: 1. Reflect on Your "Start-Stop" Cycle:

o Think about your past attempts at health changes. What were some common patterns?

o What usually triggers you to "start" a new plan?

o What usually causes you to "stop" or fall off track?

o My

thoughts:_____

2. Identify Potential Roadblocks:

o Based on your reflections, what do you think are 1-2 primary reasons you might have been stuck in the past? (e.g., all-or-nothing thinking, unrealistic expectations, lack of support, stress eating, feeling overwhelmed).

o Reason 1:_____

o Reason 2:_____

Section 2: Shifting Your Mindset Key Takeaway:

Your mindset is a powerful tool. Shifting from rigid rules to a more flexible, compassionate, and growth-oriented perspective can revolutionize your health journey.

Your Action Steps:

1. Challenge Limiting Beliefs:

o What negative thoughts or beliefs do you have about yourself, your body, or your ability to achieve your health goals? (e.g., "I'm not disciplined enough," "I'll always struggle with my weight").

o Limiting belief:

Now, reframe that belief into a **positive, empowering statement**.

o Empowering statement:

2. Embrace Progress, Not Perfection:

How can you celebrate small wins this week, rather than waiting for a big outcome? List one small action you can take.

o Small win to celebrate:

Section 3: Practical Tips for Lasting Change Key Takeaway:

Sustainable wellness isn't about deprivation; it's about building enjoyable, realistic habits around balanced nutrition, stress management, sleep, and movement.

Your Action Steps:

1. Nutrition Nudge:

From the e-book's emphasis on balanced and flexible eating, what's one small, non-restrictive change you can make to your eating habits this week? (e.g., adding an extra vegetable serving, trying a new healthy recipe).

2. Stress & Sleep Check-in:

What's one simple way you can better manage stress or improve your sleep quality starting today? (e.g., 5 minutes of deep breathing, setting a consistent bedtime).

o My stress/sleep action:

3. Movement Minute:

Think about how to integrate physical activity seamlessly. What's one small, enjoyable way you can add more movement to your day? (e.g., taking stairs, a 10-minute walk during lunch).

o My movement

minute:_____

Section 4: Your Next Step Towards Lifelong Wellness Key Takeaway:

Taking the next step, no matter how small, keeps your momentum going and builds on the foundational knowledge you've gained.

Your Action Steps:

1. Reflect and Commit:

After going through this workbook, what is the single most important insight you've gained about your personal wellness journey?

o My biggest
insight:_____

2. Choose Your Path:

The e-book mentioned different program tiers (**3-week, 6-week, 12-week**). Which **option** feels most aligned with where you are right now and your commitment level for truly breaking the cycle? (No need to commit now, just consider which resonates most).

o My preferred path (for now):

3. Take the Next Step!

You've gained valuable insights. What's **one tangible action** you will take today or this week to move forward with your wellness goals? (e.g., **re-reading a section of the e-book, reaching out for more information on the programs, implementing one practical tip**).

o My next tangible action: This workbook is just a starting point. Remember, lasting change comes from consistent effort and the right support.

Why You're Stuck and How to Finally Move Forward

Ready to explore a program that will support you every step of the way?

Learn more about the **Lifelong Wellness Digital Program options** mentioned in the e-book and take the next step towards your healthiest, happiest self!

LIFELONG WELLNESS PROGRAM 			
FEATURES	3 Week KickStart Group	6 Week Cohort Group	12 Week Premium 1:1 Coaching
Weekly Group Sessions (with hot seats)	✓		
Weekly Group Sessions with some 1:1 coaching		✓	
Weekly 1:1 Sessions			✓
Email Support	✓	✓	✓
Meal Plan	✓	✓	✓
Community Access	✓	✓	✓
Access to Wellness micro-learning modules	✓	✓	✓
Access to Fitness Videos/video links			✓
Access to Guest Expert Sessions			✓
Two In Office BIA Measurements (start& end)		✓	
Three In Office BIA measurements (1 monthly)			✓
Price	\$1,000	\$1657 (15% Off) August Discount	\$3,000

Invitation & Next Steps

If what we've discussed resonates with you, I invite you to take the next step and join the **Lifelong Wellness**. This program is designed specifically for women who are ready to embrace sustainable change in their lives.

As a special thank you for buying this ebook or joining our masterclass, we're giving away exclusive bonuses to those who enroll in one of our Lifelong Wellness Program tiers. These bonuses might include discounts, free discovery calls, or even e-books. I really encourage you to make the most of this chance.

If you are interested in learning more about our program and the different tiers offered, Check on this link below this webpage link :
<https://online.dragonflynutrition-tnt.com/programwomen>

During our Q&A at the masterclass, feel free to ask any questions you have, and I'm more than happy to chat with you afterward to explore whether the Lifelong Wellness program is a good match for you.

Thank You

I want to leave you with a final word of encouragement: **you possess the power to transform your health and your life; it all begins with the decision to start today.** Remember, investing in your health is one of the most important decisions you can make. Take that first step today and commit to your well-being. I look forward to supporting you on your journey to lifelong wellness.

Kimberly Suraj, RD, Diabetes Educator & Founder of Dragonfly Nutrition



Why You're Stuck and How to Finally Move Forward...

Break Free & Thrive: Your Guide to Lasting Wellness

Tired of the frustrating diet merry-go-round?

In "Why You're Stuck and How to Finally Move Forward," you'll discover the real reasons behind your weight loss struggles and learn actionable strategies to finally break free from the start-stop cycle.

This isn't just about shedding pounds; it's about a powerful mindset shift and embracing a holistic approach to wellness that empowers you to reclaim your health and happiness for life.

Kimberly Suraj