

July 20 Call Summary

- Coaching call focused on member questions about exercise programming, protein intake, digestion, and supplement use for women in perimenopause to post menopause.
- On non-weight training days, walking and high-intensity interval training (HIIT) are the recommended activities — moderate-zone cardio should be avoided due to its negative cortisol effects.
- HIIT protocol outlined: 30-second all-out efforts, full recovery, repeated 4–6 times, with warm-up and cool-down, totaling ~20 minutes — optimal for visceral fat reduction without sustained cortisol elevation.
- Walking keeps cortisol below a problematic threshold by using circulating cortisol rather than triggering its release, making it safe for daily use.
- Before adding more cardio, members should assess wellness markers: sleep quality, digestion, elimination, energy levels, and body composition trends.
- Protein minimum of 100 grams per day established as the baseline for all women regardless of size, citing Dr. Donald Lehman's research — supports lean muscle, blood sugar regulation, and reduces risk of prediabetes, heart disease, and cancer.
- If protein intake feels difficult to reach or appetite is low, poor digestion may be the root cause — betaine HCL and diluted apple cider vinegar recommended to support stomach acid production, which declines significantly with age.
- Results-based assessment encouraged for Chris: smart scale showing half a pound of muscle gained and fat lost at 90g protein suggests progress, but digestion quality (gas, bloating, constipation, diarrhea) should still be evaluated.
- Using the "add entire collection to calendar" feature in the app overrides the program's proven design — it compresses a 12-week program into 4–6 weeks, eliminating progressive overload and adequate recovery.
- The correct way to use the calendar feature is to add individual workout videos to specific days manually, preserving the intended two-sessions-per-workout structure and 72-hour rest between intense resistance sessions.
- Stronger 3 recommended for members returning after a break or new to lifting — 45-minute sessions, 15–20 rep range, includes warm-up and cool-down, with flexibility to increase weight as strength returns.
- Blitzmas (12-day) or Hot Not Bothered (10-day) programs suggested as on-ramps for members unsure of their current fitness level before committing to a full 12-week program.
- Random or mixed workout selection is less effective than following a structured progressive program — occasional substitutions for time constraints are acceptable, but consistency within a program yields the best results.