

Introducing the...

# In the Equation

TRANSFORMATIVE WELLNESS COACHING PROGRAM



...An innovative, personal and proven approach to long-term weight loss & healthy living for life. Delivered by someone who's been there!

**NEED HELP TO PUT YOURSELF IN THE EQUATION & LIVE THE HEALTHY, WELL LIFE YOU DESIRE & DESERVE?  
JOIN OUR PILOT PROGRAM THIS SUMMER AND PRIORITIZE YOU!**

Do you struggle to make yourself, your health and well-being a priority? Do you find self-care, self-love and acceptance, and motivation a challenge? Maybe you've tried to lose weight the traditional way by embarking on countless diet and exercise programs only to have little success and then put the weight back on?

I get it. I lived much of my life that way! Then, I put myself in the equation of my own life, went 100% all in, and changed everything! I'm living proof that it's not only possible to change – it's totally and completely life changing!

My transformative weight loss & wellness coaching program is for those who want to change from the inside out and live WHOLE, healthy and happy — like me. This intensive group coaching program will help you focus on changing beliefs, thoughts, and life-long patterns that may be preventing you from success in weight loss, or any kind of transformative change you desire in your life.



## WHAT IS THE IN THE EQUATION TRANSFORMATIVE WELLNESS COACHING PROGRAM?

- A 12-week transformative weight-loss and wellness coaching program custom designed by Lori Schaefer, In the Equation, LLC.
- This comprehensive program systematizes the principles and process use by Lori Schaefer to lose -211 lbs., 11 pant sizes, and achieve self-love and acceptance, build confidence and gain internal happiness.
- Combines behavioral science and professional coaching techniques, with lived experience to help participants break through and spark personal transformation and fulfillment.

Join our pilot program beginning this late summer-fall 2016. Coaching is delivered online and via phone and the group is limited to 6-12 people. In addition to 12 sessions of group coaching, each participant will receive three individual coaching sessions, for up to 5 months of coaching support. The special price for the pilot group coaching program is \$490.

## WHAT DOES THE IN THE EQUATION PROGRAM PROVIDE?

- A personal, introductory (individual) coaching call prior to our week 1 start
- 12 weeks of small-group coaching (via online) – 12 coaching modules (over 3.5 months) with the agenda adapted and adjusted based on group participants' needs, goals
- Program materials including all tools, worksheets and homework assignments; plus recommended reading material
- Group/cohort peer support
- Two (individual) post-program follow-up coaching sessions – one month and two months after completion of the initial 12-week program
- Lifetime membership and support in the “In the Equation” online community

**Goal of the In the Equation Coaching Program:** To help you improve your lifestyle, overall health outcomes, and create lasting lifestyle change that allows you to live your best life. Each participant will set specific goals at the start of the program with coaching support, and the support and accountability of the cohort.

### DURING THE PROGRAM PARTICIPANTS WILL:

- Embark on an intensive, personalized transformation journey to spark lasting lifestyle change.
- Learn the “In the Equation” philosophy & lifestyle – prioritizing self-care and taking charge of personal health decisions.
- Develop personal “In the Equation” goals and a self-care plan (including nutritional plan, exercise plan, and emotional well-being plan/practice).
- Increase knowledge and understanding of personal barriers/challenges that may have prevented previous success.
- Gain accountability, structure and support to generate early wins and confidence in developing lasting healthy lifestyle behaviors.
- Receive accountability, structure and support while you make long-term lifestyle changes.

### EXAMPLES OF TOPICS FOR COACHING INCLUDE:

- What does it mean to be “in your equation” & live a whole life (defined by you)?
- Getting in touch with your personal “why”
- Becoming more aware and open to change
- Change your mindset to change your health
- Pushing past fear, roadblocks and barriers
- Embracing imperfection, learning to restart
- Developing resiliency – what to do when things get really tough
- Nutritional planning and coaching
- Learning to love fitness and developing an exercise plan that works for you
- And more!

### EXPECTED OUTCOMES:

- Hope, inspiration and motivation – the belief that you CAN achieve your goals in the area of improving your health, happiness and overall well-being.
- A jump-start to improving your physical and mental well-being and achieving your goals – as you define them.
- Understanding, support and accountability for forward progress toward a healthy lifestyle from people who share the struggles and challenges.
- Knowledge, understanding and tools to put yourself in the equation & achieve your personal goals and dreams.
- A foundation for developing healthy lifestyle habits and a culture of self-care and self-love.

# ABOUT LORI SCHAEFER, IN THE EQUATION:

Lori Schaefer is a successful business owner, motivational speaker, certified health and transformation coach and wellness blogger. Through her own personal transformation story, Lori inspires and energizes others to achieve optimal health and wellness, expand their potential, foster fulfillment and achieve transformative change.

Lori shed 211 pounds, 11 dress sizes and took control of her health and happiness -- and in the process she learned how to live a WHOLE life, not just a busy one. Her story resonates with individuals who want to put themselves in the center of the equation of their own lives and reach their greatest potential – whether that’s losing weight and getting fit, facing down a radical life change, or changing their lifestyle to address a health challenge.

In January 2015, Lori shared her at-home transformation success story on NBC TV’s *The Biggest Loser*. Her transformation success story has been featured in *Women’s Running Magazine*, the *Star Tribune*, *KSTP TV’s Twin Cities Live*, *Minnesota Monthly Magazine*, *Duluth Superior Magazine* and more.

This year, Lori is launching a series of *In the Equation Transformative Wellness Coaching* programs aimed at helping others achieve the same-life changing transformation she’s achieved. To learn more about Lori Schaefer and *In the Equation*, visit [intheequation.com](http://intheequation.com).



“I have come to believe  
that caring for myself is  
not self indulgent.  
*Caring for myself*  
is an act of survival.”

– Audre Lorde

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equation  
.com

**To Learn More:** Visit [intheequation.com](http://intheequation.com)  
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