

THE HIGH-ACHIEVER'S GUIDE TO LOSING FAT WITHOUT OBSESSING OVER FOOD OR WORKOUTS

Finally figure out why your body isn't responding, and how to break free of frustration, overwhelm, and all-or-nothing diets.



Hi!

I'm so glad you grabbed this guide—because if you're here, you're probably a lot like me and the women I coach:

Driven. Smart. Successful in so many areas of life...except the one thing that shouldn't feel this hard: your body.

You're eating healthy. Maybe even working out. Maybe tracking every bite. And yet... your body just won't budge. Or the scale jumps around so much it leaves you questioning everything.

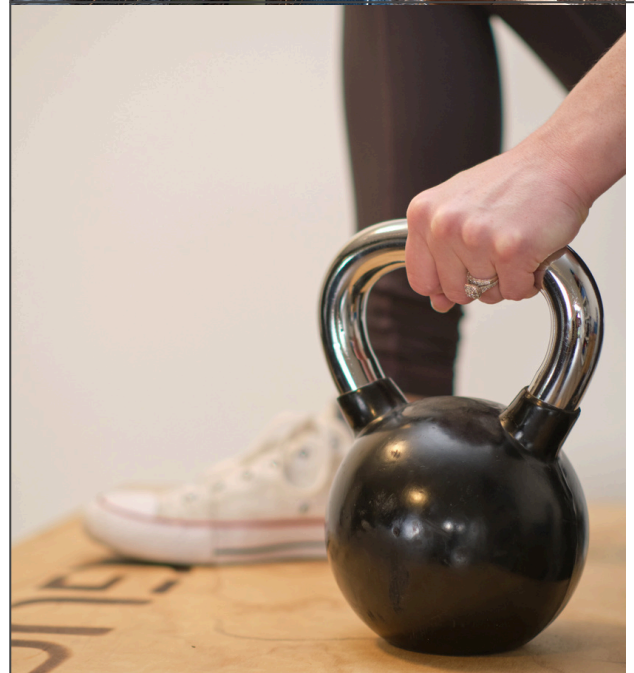
Here's what I want you to know: You're not hopeless. You're just missing the right strategy for you.

The truth is, most “fitness advice” was never designed for high-achieving women with real lives, busy schedules, and hormone shifts. And that's why no matter how hard you try, nothing sticks.

In this mini-guide, I'll show you the real reasons your body might be resisting change, and how you can finally break through without feeling trapped in restriction or obsessed with the scale.

Let's help your body finally respond. You deserve to feel strong, confident, and free.

💙 Anne



Section 1:

Why “Eating Healthy” Isn’t Working

Let’s get brutally honest...because you’re smart enough to handle it.

Many high-achievers come to me eating “healthy,” yet under-eating protein, skipping strength training, or living in constant stress. That’s why their bodies resist change.

“Healthy eating” alone doesn’t guarantee fat loss, or a body that feels good. And here’s why:

◆ Chronic Under-Eating

Many high-achievers eat too little for too long, thinking “less is better.” It tanks metabolism, hormones, and muscle growth.

◆ Stress & Nervous System Overdrive

When your nervous system is stuck in fight-or-flight, your body clings to fat and craves quick energy (hello, carbs).

◆ All-or-Nothing Thinking

One “off” meal spirals into a week of chaos. Perfectionism keeps you stuck in vicious cycles.

◆ No Muscle-Focused Plan

Cardio alone doesn’t shape your body. You need muscle to change how you look—and keep fat off for good.

◆ Scale Obsession

The scale can fluctuate wildly from water, hormones, and workouts. Chasing numbers keeps you anxious and reactive.

Bottom line: Working hard isn’t the same as working smart. If your body’s not changing, it doesn’t mean you’re hopeless—it means you’re missing the right combination of strategies tailored for you. And that’s exactly what we’re about to fix.



MY CLIENTS DON'T JUST LOSE WEIGHT,
THEY TRANSFORM HOW THEY FEEL ABOUT
FOOD, WORKOUTS, AND THEIR OWN BODY.



HERE'S

The Muscles & Mindset Method:



- 1 MUSCLES (STRENGTH TRAINING)
- 2 MINDSET & NERVOUS SYSTEM
- 3 NORMAL, HEALTHY EATING



Client Success

Hannah went from skipping meals and battling arthritis pain to losing 12 lbs, feeling strong, and getting off her blood pressure meds.



Client Success

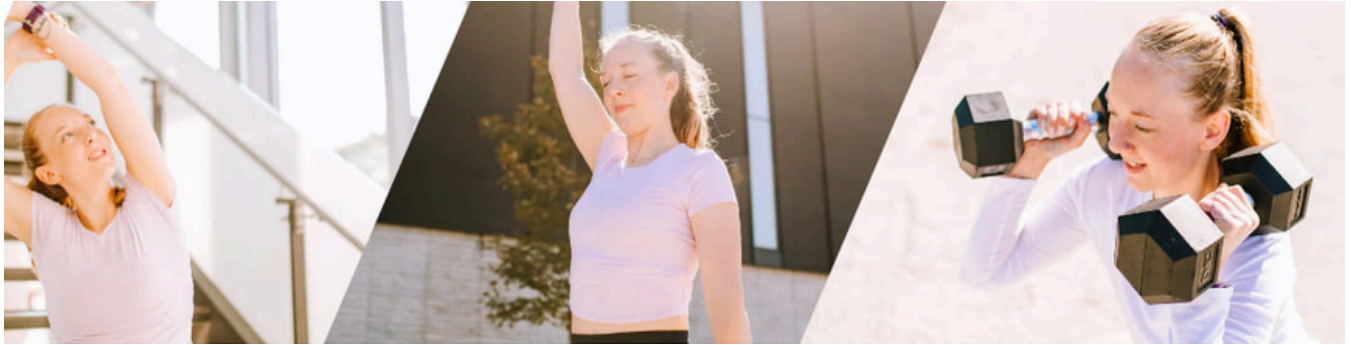
Seema stopped skipping workouts and finally feels in control of food—even during holidays.



Client Success

Jana dropped 20 lbs and now feels confident in a bikini for the first time in years—without tracking a single calorie.

The Muscles & Mindset Method:



◆ Pillar 1: Muscles (Strength Training)

Lifting weights raises metabolism, reshapes your body, and creates curves where you want them.

You don't need hours in the gym. Just a few smart workouts each week can change everything.

Focus on progressive overload instead of random exercises or YouTube workouts.

“The only thing you'll lose with strength training...is the frustration that comes from cardio-only plans that don't work.”

◆ Pillar 2: Mindset & Nervous System

No one talks about how stress hormones affect fat loss.

If your body thinks it's under threat, it holds onto fat, and drives cravings sky-high.

Mindset shifts and nervous system regulation are the secret sauce. Simple tools like breath-work, NS regulating sandwiches, and identity journaling help you feel calm, consistent, and in control.

“Your state drives your strategy.

If your nervous system isn't safe, no plan will stick.”

The Muscles & Mindset Method:



◆ Pillar 3: Normal, Healthy Eating

Forget the endless lists of “good” and “bad” foods.

Instead, learn how to:

- ✓ Eat enough to actually see results—without starving yourself or wrecking your metabolism
- ✓ Hit your protein and fibre goals so you stay full and satisfied, without needing a food scale
- ✓ Navigate social events, dinners out, and holidays without guilt or panic

Balanced plates aren’t about restriction.

They’re about freedom and living your life while still making progress.

“Healthy eating should feel normal and sustainable—not like another job you have to manage.”

How to Build a Balanced Plate without Tracking



- **1/2 Plate:** Colourful veggies or high-fibre fruit
- **1/4 Plate:** Lean protein (chicken, fish, tofu, turkey, eggs)
- **1/4 Plate:** Smart carbs or healthy fats (rice, potatoes, quinoa, avocado, nuts, olive oil)
- **Add flavour:** Spices, herbs, sauces in moderation

“No weighing. No apps. Just simple visuals to help you eat like a normal person—and still get results.”

Section 3 – Quick Wins to Start Today

I love fast wins. Try these this week:



✓ **Add 20g protein to your breakfast.**

Shifts your hunger hormones, keeps you full longer.

✓ **Do 10 minutes of strength 3x/week.**

Squats, rows, push-ups. No fancy equipment needed.

✓ **Take 2 minutes for breathwork daily.**

Inhale for 4 counts. Exhale for 6. It calms cravings and clears your head.

“Change doesn’t start with giant overhauls. It starts with small actions that build trust in yourself.”

Section 4 –

Signs You're Ready for More Support

You deserve to feel powerful, strong, and confident without being chained to apps, diets, or fear of the scale.

You might be ready for coaching if:

- You've been stuck at the same weight for months (or years)
- The scale dictates your mood
- You feel terrified of eating “too much”
- You're working out but see zero body changes
- You keep starting over every Monday

It's not about doing more or working harder. It's about working smarter, in a way you'll actually stick to for life—and letting someone guide you through it.



Ready for your body to finally respond— and feel confident AF?

Women like Danna and Seema have seen incredible changes in just six weeks:

- ✓ Danna lost 4 inches off her waist—without extreme restriction.
- ✓ Seema finally stopped skipping workouts and learned to handle cravings and stress differently.

Whether you're craving a fast reset or a full transformation, Muscles & Mindset coaching is designed for high-achieving women who want real, lasting results.

Here's what you'll discover working with my team and me:

- ✓ Why your body's been stuck—even when you're eating healthy and working hard
- ✓ How to build strength and muscle definition without hours of cardio
- ✓ How to shift your mindset and regulate your nervous system for sustainable change
- ✓ How to drop the all-or-nothing guilt and finally feel in control of food, fitness, and your body

If you're done with all-or-nothing plans and want a smart, sustainable path to lasting results...

➡ [\[Click here to learn about coaching\]](#)

Or [DM me on Instagram](#) [\[@annejonesfit\]](#) and we'll talk about the best next step for you.

Whether you want a powerful reset or a full-body transformation, we'll help you build strength, lose fat, and feel confident AF without counting a single calorie.



I'm Anne Jones, certified fitness professional for 15+ years, certified life coach, and the founder of Anne Jones Coaching and Muscles & Mindset.

For over 15 years, I've helped women transform not just their bodies, but the way they think about food, exercise, and self-worth.

My coaching style is equal parts no-BS, science-backed, and deeply compassionate because I know real change isn't just physical, it's mental and emotional, too.

Let's get you feeling strong, powerful, and free. 💙

- Anne



MUSCLES & Mindset

BONUS

Your Next 7 Days of Progress

CHOOSE THE TOP 3 THINGS YOU LEARNED IN THIS GUIDE & USE THEM TO CREATE
A FEW HABITS YOU CAN PUT INTO PRACTICE THIS WEEK.

ONCE YOU HAVE NAILED THOSE HABITS FOR A FEW WEEKS, ADD A 4TH HABIT.

WEEK OF:

HABIT:

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02

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REFLECTION NOTES:

