

WELL*balanced*

Welcome! We are so glad that you are interested in taking the next eight weeks to achieve a healthier lifestyle, invest in your mental health, and grow in your confidence and self-esteem within all areas of your life.

The hope of this program is to provide a space for women to get vulnerable with both themselves and other women in addition to building strong friendships and connections that far extend these eight weeks.

Our goal is that each woman graduates from this program knowing that they took the time needed to invest in themselves and put themselves first in a world where they are so often required to juggle different responsibilities and relationships. We are so excited to get started!

Love,
Kell + Jess



When does the program start and end?

Check out our website - www.healthandkellness.com/wellbalanced for all the info!

What is included in the 8-week program?

- Access to a Certified Personal Trainer/Nutritionist and Licensed Therapist throughout the entire program, and beyond!
- A 90-min educational Zoom meeting every week, on Tuesday evenings (*sessions are recorded in case you can't make one!)
- An 8-week fitness program with 4 workouts/week to do on your own schedule with video demos, bonus rounds, and LIVE on-demand videos to follow
- An 8-week recipe guide (40+ recipes!) to offer guidance for breakfast, lunch, dinner, dessert and snacks
- Interactive e-books + worksheets, weekly group challenges + goal sheets to track progress and patterns
- A private group chat for group accountability & encouragement
- A graduation ceremony (aka celebration!) + take-home certificate

Added bonuses:

- Connect with other women who are struggling with similar challenges/obstacles
 - Build an intimate social network with people in your area and nearby
 - Learn easy + delicious recipes for your week-to-week schedule
 - Develop more body confidence & improve your self-esteem
 - See yourself grow in ways that you didn't think were possible
 - Learn how to live a healthy lifestyle AND still have fun!

Post-graduation perks:

- Access to a private Facebook group with all graduates for additional encouragement, monthly check-ins and continued education
- An exclusive list of customized referrals to nutritionists, functional medicine practitioners, coaches and therapists for additional 1:1 support, if needed



Meet Kellie...

Kellie is a NASM Personal Trainer and a Nutritional Therapy Practitioner who currently runs her own virtual nutrition practice, based in the ATL area (@healthandkellness_).

Post-college, she first worked in the corporate world as an Account Manager for an automotive marketing firm. However, she slowly realized that the 9-5 life was not for her and after some self-discovery, decided to pursue a career in her lifelong passion of health + fitness. Kellie trained at Orangetheory for 3 years, along with other boutique gyms to start, only to realize there was a true disconnect for most people about what a "healthy lifestyle" really looked like and how knowledge in fitness, nutrition AND mental health all play a part in their journey. And believe it or not, - working out 5+ days a week, counting calories or restricting yourself in any way is NOT the answer!

Kellie's hope with Well Balanced is to create a vulnerable and comforting space that allows women to dive deeper into their own health journey and get answers they haven't been able to find. Kellie absolutely loves bringing people together and has a passion for finding that perfect blend of what works for US as unique individuals, to create the most optimal life possible.

In Kellie's spare time, she enjoys cooking new recipes, hanging out with her husband, playing tennis, and watching really dumb reality tv shows. Oh, and also filming corny TikTok videos with terrible dance moves.

Random Facts:

1. Kellie has been to 43/50 states - her Dad was a pilot for Delta for 35 years!
2. Kellie's celebrity crushes are Chris Pratt or Ryan Reynolds (I mean, duh!)
3. Kellie can (very strangely) talk like Stitch.



Meet Jessica...

Jessica is a Licensed Marriage and Family Therapist (LMFT) who currently is the Clinical Director of a substance abuse program in Kennesaw, Georgia. Jessica has worked at all levels of care ranging from residential, inpatient, outpatient, and currently has a private practice in Vinings and Kennesaw, Georgia. Jessica is someone who loves group dynamics and seeing people connect with each other right before her eyes. Her primary therapeutic interests include strengthening the relationship each client has within themselves, managing anxiety and depression, and rewriting the negative narratives that so many people carry through life.

Jessica's hope with Well Balanced is to bring women together and talk about how to improve self-esteem and build strong relationships. The important thing to keep in mind is that our self-esteem is the thing that contributes to the behaviors we tolerate in relationships and impacts the actions that we take for ourselves and living healthy lives.

When Jessica isn't doing therapy, you can find her spending time with her husband and her two dogs, Bruce and Tucker. (She will pull out her phone and show you the pictures of how cute they are—get ready!). She loves watching sports, but Braves baseball is her jam.

Random Facts:

1. Jessica wanted to be an interior designer when in undergrad.
2. Jessica's favorite color is yellow—but not an ugly yellow...a soft, pale yellow.
3. Jessica loves Gordon Ramsay and wants him to cook her dinner.



Week-By-Week Curriculum

Week 1:

Introduction + Discuss Initial Surveys/Goals

The importance of having a WHY and setting SMART goals for the next 8 weeks

- Additional Resources:
 - Weekly Goal Sheet
 - Curriculum
 - Waiver

Week 2:

Nutritional Foundations, Blood Sugar Balance + Proper Movement

Macronutrients, how blood sugar works, and setting the foundation a fitness + nutrition protocol

- Additional Resources:
 - 8-Week Fitness Program
 - 8-Week Recipe Guide
 - 7 Days of Smoothies Guide
 - Fab Four Cheat Sheet 1 + 2 Guides
 - Mock Food Plan Layout Guide
 - Dining Out Guide
 - Recipe Cards

Week 3:

A Virtual Grocery Shopping Tour, How To Read Labels + Non-Toxic Living

Brands and ingredients to be mindful of at the store, how to read labels properly and helpful resources

- Additional Resources:
 - Virtual Grocery Shopping Tour E-book
 - My Favorite Brands Guide
 - Dirty Dozen + Clean Fifteen Guide
 - Healthier Swap List Guide
 - Chemicals To Be Mindful Of Guide

Week 4:

Healthy Digestion/Gut Health + Stress Management (from the nutrition side)

How to reduce bloat and other digestive issues along with how to create a healthy microbiome

- Additional Resources:
 - Navigating Sugar Guide
 - Navigating Grains + Dairy Guide

Week-By-Week Curriculum

Week 5:

Minerals/Hydration, Sleep, Alcohol, Supplements and Menstrual/Fertility Health

Additional elements of our health - their importance and how they play a part in our journey

- Additional Resources:
 - Alcohol Guide
 - Supplements Guide
 - Minerals + Hydration Guide

Week 6:

Barriers To Change + Negative Self-Talk

Barriers that hold us back from success; how to instill more confidence + positivity within ourselves

- Additional Resources:
 - Barriers To Change Video
 - Barriers To Change Worksheet
 - Shame Shields Video
 - Shame Shields Worksheet

Week 7:

Healthy Boundaries + Stress Management (from the mental health side)

Setting healthy boundaries, along with managing stress and learning appropriate coping strategies

- Additional Resources:
 - Personal Boundaries Worksheet
 - Self-Care Bingo Worksheet
 - Self-Care Assessment Worksheet

Week 8:

CELEBRATION!!

A virtual or in-person celebration, final feedback + resources + final survey

- Additional Resources:
 - Final Resources List
 - Final Survey

Included Resources (a sneak peak!)



\$100 value!

8-Week Fitness Program

- 4 workouts/week (32 total!)
- BONUS rounds included per workout
- Images and video demonstrations per exercise
- Access to modifications, if needed
- Access to all workouts performed LIVE

8-Week Recipe Guide

- 40+ recipes to choose from
- Meal planning tips included for weekly success
- Recipe ideas for all meals -- breakfast, lunch, dinner, dessert + snacks



\$50 value!



\$75 value!

Virtual Grocery Shopping Tour

- 50 pages of content
- Pantry & Refrigerator guide included
- The Dirty Dozen + The Clean Fifteen guide
- Learn how to read labels properly + how to choose the healthiest products

+ so many more!!

So, what is the cost?

With all of the resources provided, the personalized encouragement + support, access to BOTH a Nutritionist and a Therapist for an entire 8 weeks (and beyond), this program is easily over \$1,750 in value.

BUT OUR PRICE?? ONLY \$599!!!

Yes, payment plans are available if needed!

That's only \$75 a week. We know you have had brunch with the girls or have had an online clothing order that has cost more than this! ;)

At the end of the day, think about how you are investing in **yourself** and taking the time to prioritize your health + self care. **THAT IS WORTH EVERY PENNY!**

So, why should I join?

We have your BEST interest in mind and have been in your shoes! Plus, we want nothing more than to help you live your healthiest + happiest life possible.

We want you to learn how to connect with your healthiest self, set boundaries, push through any negative thoughts or experiences and start creating a Well Balanced life that you are searching for. Why?

Because you deserve it!

I'm convinced! What are the next steps?

Send Kellie an email at kellie@healthandkellness.com or join our waitlist for the next program at www.healthandkellness.com/wellbalanced so that you are first in line for more information. If the program you are interested in fills up, you will be added to the waitlist for the next occurring program. We look forward to connecting and working with you!





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