The Hornone Play



## OUR HORMONES ARE A SUPERPOWER

I believe we were put on this earth and given hormones for more reasons than to experience PMS, have a period, make babies (if you want) and then go through menopause. So, shouldn't our hormones do more for us?

They're about to.

Use this planner throughout our course to map your cycle with regard to your energy, your focus, and the impact you can have on the world. You already have everything you need to design a life that fulfills you, feeds your soul, and catapults you to the best life, on your terms.

This planner will help you maximize your potential to its fullest.

Each phase of your hormonal cycle can be harnessed for good. The next few pages will walk you through it. I encourage you to, at the start of every hormonal cycle (day 1 - your period), use this to design the rest of your cycle.

You won't believe how it feels to have your body working for you.

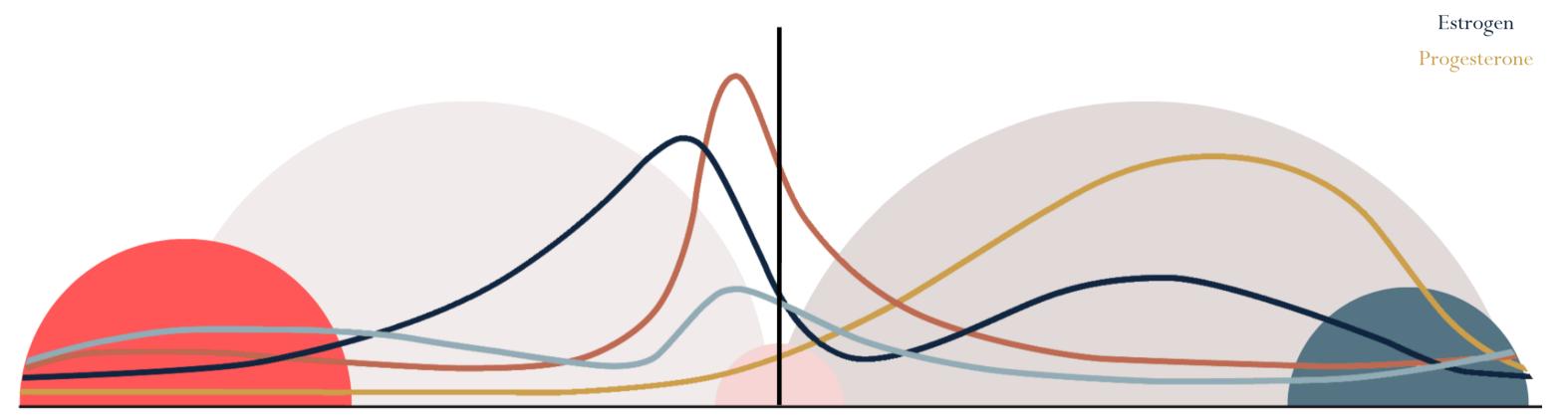
Please note, these are not hard and fast rules - life is just not that neat and tidy! Think about these principles as intentions for the different phases.

See you soon, Superwoman

## the hormones



LH (Leutenizing Hormone)





## WHAT'S GOING ON?

Estrogen and testosterone start out at rock bottom on the first day of your period (day 1!), then they steadily rise.

This phase lasts approximately 3-7 days.

You'll probably feel a sense of release and relief when menstruation starts. Your energy is supposed to be low, and you'll feel fatigued, introverted and maybe introspective. This leads to a desire to rest and take a break from daily duties.

Introducing quietness and pauses in your day can be tremendously helpful.

## PUTTING IT INTO ACTION

Practice intentional self-care this week. Eat nourishing and healthy comfort foods, take a yin-yoga class, focus on going to bed as the sun goes to bed. Read from a book (not your phone) and schedule a massage if you're a regular massage goer at this time. Focus on feeling nourished so you can build the rest of your cycle.

Recognize that you cannot be high energy all the time. Allowing yourself time for rest and relaxation during this phase will enhance your ability to get more out of the active phases of your cycle.

Maintain exercise, but keep it to gentle movement and stretching.

Set your thoughts to paper. How was your performance last month? Are you getting along with your colleagues? Are you working on projects you care about? Is your job going in the direction you want it to? Are you thinking about your business as a whole? What changes do you need to feel successful and content?



## WHAT'S GOING ON?

The follicular phase begins after menstruation and lasts for 7 to 10 days. This is when your pituitary gland releases a hormone called the Follicle Stimulating Hormone (FSH). This stimulates the follicles containing eggs to mature in your ovaries. The pituitary gland then starts to release the Leutenizing Hormone (LH), which is responsible for ovulation. Your cervical fluid (vaginal discharge) takes on a wetter consistency. It typically looks creamy.

Estrogen and Testosterone start to increase gradually through this time. This boosts your mood, energy and focus. Your confidence increases, you feel more powerful and you're willing to take more risks.

Your sex drive increases, but you are also more impulsive. Estrogen improves your skin's look and texture. You may feel more extroverted and want to be more social with others.

## PUTTING IT INTO ACTION

You are at your most creative at this time of your cycle. Use it to your advantage.

Plan the month ahead.

Brainstorm ideas with people.

Schedule a date, a job interview or a big exam during this time if you can.

Dream BIG. Connect to your big vision and goals.

Create your action steps for the rest of your cycle.

Phase Three: Ovulation

## WHAT'S GOING ON?

This is the shortest phase of your cycle, and lasts for only about 2-3 days. It's the culmination of all the hard work your body has been doing over the previous weeks. Although this phase is a few days, the actual surge of ovulate to release an egg is only a few moments long.

Right before ovulation there is a surge of LH. This causes the dominant follicle to burst open and release its egg into the fallopian tube.

Estrogen and Testosterone continue their rise to peak levels, boosting all the effects you enjoyed during the follicular phase. You'll also look more attractive during this time thanks to those surges in hormones and you'll feel more confident about your appearance.

## PUTTING IT INTO ACTION

Prioritize play and connection during these few days. Plan in time with friends and family. Focus on your environment and if those you surround yourself with are feeding your soul in a positive or negative way.

Have important conversations with people. Dream big with partners in both your work and personal life.

This is the peak of your creative and social energy in the month, so take advantage of it!

## Phase Four: The Luteal Phase

## WHAT'S GOING ON?

Generally known as the part of your cycle where PMS symptoms start to appear, the Luteal Phase is actually the power and productivity part of your cycle --- as long as you have a plan from the follicular phase to help you out.

In total, the follicular phase typically lasts from 12 to 16 days. Evidence shows that a 14 day luteal phase tends to be the most ideal; with a longer luteal phase generally resulting in more severe and noticeable PMS symptoms and a shorter luteal phase making it difficult to maintain a pregnancy.

After ovulation, FSH and LH levels sharply decline and remain low for the rest of the cycle. Estrogen and testosterone gradually decline and the corpus luteum from the follicle that released the egg will start to produce progesterone, causing this hormone to rise gradually.

## PUTTING IT INTO ACTION

Your luteal phase is all about protocols. Complete budgets, numbers, bookkeeping and accomplish the tasks you designed in your follicular phase. This is a "make work" phase.

Use this time to get things done. Complete projects and wrap things up. You spent the follicular phase doing the hard thinking; this phase is all about execution.

Try to avoid starting anything new and doing thoughtful creative work as it will take more time. If you can, move that work to the follicular phase of your next cycle.

This is a time to start to cut back on your busy schedule and slow down.

## Phase Five: The Late Luteal Phase

## WHAT'S GOING ON?

During the second week of the luteal phase, estrogen will slightly rise again in preparation for pregnancy. If there is no pregnancy, estrogen and progesterone will drop and cause the uterine lining to shed.

PMS symptoms begin to appear at this time and your body's inflammatory cascades increase. You may retain water, have cravings and become more bloated. You may even experience mood swings and depressive thoughts and feelings. Your anxiety may be heightened.

This phase of your cycle tends to heighten the reactions that are naturally occurring thanks to your environment, your habits and your genetics.

## PUTTING IT INTO ACTION

Clear your calendar of big social events to help conserve energy.

You'll probably feel isolated in everything that you experience during this stage of your cycle, but you're not alone. And these symptoms are not all in your head! There is an unbelievable cascade of hormonal events taking place.

Engage in intentional self care, and avoid having deadlines at this time of your cycle (if it can be helped).

Let yourself move slower.

## where it all sit

