



STRONGHER BODY RECOMP BLUEPRINT

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**Transformed
Women**
Coaching

Welcome!

The Smarter Way to Build Shape, Strength & Long-Term Fat Loss - Without Starving Yourself

Welcome! I'm so excited you're here.

If you've downloaded this guide, you're probably tired of dieting, stuck at a plateau, or wondering why you train hard but still don't look the way you want. You're not alone - and you're not broken.

Most women are taught to eat less, train more, and stay stuck in cycles of calorie cutting that only lead to temporary results and long-term frustration. This guide will show you what you've been missing.

Inside, you'll learn:

- ✓ Why your metabolism slows down after dieting
- ✓ Why traditional fat loss plans backfire long term
- ✓ How reverse dieting restores your metabolism, strength & shape
- ✓ How we use this strategy inside the StrongHer Method to help women get leaner by eating more
- ✓ How to know when it's time to cut, build, or maintain — and how to do it without guessing

If you're ready to finally build the strong, defined body you've been chasing - without starving, rebounding, or burning out - keep reading.

What's Inside:

1. Why Dieting Alone Doesn't Work
2. How Your Metabolism Actually Works
3. What Happens When You Keep Cutting
4. The Power of Reverse Dieting
5. The StrongHer Method (Our 3-Phase Strategy)
6. Your Fuel Plan: Macros, Reverse Types, & Tracking
7. When to Reverse, Maintain or Cut
8. Your Next Step: Book Your StrongHer Strategy Call

Effects of diets

Why Dieting Alone Doesn't Work (And What No One Tells You About Rebounding)

Most women don't actually fail at fat loss - they simply never had a sustainable, long-term strategy in place.

In fact, over 60% of women attempt to lose weight every year. Yet despite that effort, research shows that up to 95% of those who lose weight will regain it within two to three years. Often, they gain back more than they initially lost.

This happens not because you lack willpower or discipline - but because of how your body responds to constant dieting.

When you diet repeatedly, especially with low calories or extreme cardio, several things happen:

- Your metabolism slows down.
- You lose muscle mass along with fat.
- Your body enters "defence mode," adapting to lower fuel by conserving energy.
- And when you return to eating normally, your old maintenance calories are now a surplus - leading to fast rebound weight gain.

Most traditional advice only worsens the problem. You've likely heard things like:

"Eat less, move more."

"Don't eat carbs after 5pm."

"Do fasted cardio and cut your calories lower."

While these approaches might work short-term, they ignore the long-term consequences on your metabolism, energy, and body composition. They leave you stuck in a cycle of cutting more, losing less, and feeling more frustrated than ever. The truth is, most women have spent far too long dieting and not enough time building. They haven't taken the time to restore their metabolism, gain lean muscle, and fuel their body properly - and as a result, their body stops responding.

In the next few pages, you'll discover what actually works: a smarter, phased approach that helps you restore your metabolism, rebuild your strength, and fuel your body strategically - so you can finally get leaner, stronger, and stay that way.

Metabolism & metabolic adaptation

How Your Metabolism Actually Works - and Why It Slows Down When You Diet

Let's break down something most women are never taught: what your metabolism really is, and why it slows down when you spend too long dieting.

Your metabolism is the total of all the biological processes in your body that require energy. This includes things like thinking, breathing, digesting food, repairing muscle tissue, regulating hormones, and simply staying alive. Your body uses energy (calories) to perform these functions, whether you're exercising or sitting still.

When you eat fewer calories than your body needs - also known as a calorie deficit - your body is forced to use stored energy (body fat, and sometimes muscle) to make up the difference. This is how fat loss happens.

But here's the catch: your body also adapts.

When you're in a deficit for too long or drop calories too low, your metabolism begins to slow down to conserve energy. This is called metabolic adaptation, and it's your body's natural self-defence system — a survival response to perceived “famine.”

This is why the calories that once helped you lose weight stop working after a while.

What was once a calorie deficit eventually becomes your new maintenance. And unless you lower your intake even further (which is unsustainable), fat loss stalls completely.

For example:

If you were maintaining your weight on 2,000 calories, then dropped to 1,500 to lose weight, over time your body adapts and 1,500 becomes your new maintenance. Your fat loss plateaus, your energy drops, and progress stalls unless you cut again — but that's when fatigue, cravings, and metabolic stress increase.

And the worst part?

When you return to eating 2,000 calories again, your body may store that as excess — because your metabolism hasn't yet caught up. This is how yo-yo weight regain happens.

This is the exact problem reverse dieting was designed to solve.



UNDERSTANDING YOUR TDEE - AND WHY IT CHANGES WHEN YOU DIET

To understand how reverse dieting works, you first need to understand TDEE — your Total Daily Energy Expenditure.

TDEE is the total number of calories your body burns in a day. This includes everything from your resting metabolism to your workouts, daily movement, and digestion. It's not a fixed number — it changes based on your activity level, food intake, stress, sleep, and body composition.

TDEE is made up of four key components:

1. BASAL METABOLIC RATE (BMR):

This is the number of calories your body needs to stay alive — to breathe, circulate blood, regulate temperature, and carry out basic functions at rest. It makes up the largest portion of your daily energy use.

2. NEAT (NON-EXERCISE ACTIVITY THERMOGENESIS):

This includes all the small movements you make outside of intentional exercise — things like walking around your house, fidgeting, doing chores, standing instead of sitting, or tapping your foot. NEAT plays a surprisingly big role in how many calories you burn daily, and it often drops without you realising it when you're in a calorie deficit.

3. EAT (EXERCISE ACTIVITY THERMOGENESIS):

This refers to the calories you burn through structured exercise, such as weight training, cardio, or classes. While important, EAT is typically less than you think — and it's only one part of the full picture.



4. TEF (THERMIC EFFECT OF FOOD):

Every time you eat, your body uses energy to digest and process that food. Protein and fibre-rich foods have the highest thermic effect, meaning they require more energy to break down — which is why high-protein diets support fat loss.

WHY THIS MATTERS:

When you diet, your BMR may slightly decrease (especially if you lose muscle), but your NEAT is what usually drops the most. You unconsciously move less, you're more fatigued, and your body becomes more efficient with less energy.

This means your TDEE decreases. And unless you're adjusting your food intake strategically — or rebuilding your metabolism after a diet — you'll hit a plateau and potentially regain fat even when eating “normally” again.

In the next section, we'll show you what happens when you keep pushing through plateaus with more cardio and fewer calories — and why it always backfires in the long run.



Why the diets stop working...

What Happens When You Keep Cutting

Let's say you've been dieting for a while.

You're eating fewer calories, training hard, and maybe even saw some results at the start. But now? You're stuck. The scale's not moving. Your strength is dropping. You feel tired, bloated, or constantly craving food — and you're unsure what to do next.

So, like most women, you assume you just need to push harder.

You cut your calories again. You add more cardio. You try to be "stricter."

But here's the truth: every time you reduce your calories further, your metabolism adapts.

This means the deficit you created becomes your new maintenance - and now you have to eat even less to keep losing. Over time, your body fights back harder by reducing your energy, slowing recovery, increasing hunger hormones, and making it harder to build or retain muscle.

This is why:

- **Fat loss stalls**
- **Your body feels inflamed or puffy**
- **Your training feels flat**
- **You constantly feel like you're "doing everything right" but getting nowhere**

And once you decide to stop dieting and eat "normally" again?

You gain weight rapidly. Your body wasn't ready to handle an increase in calories - your metabolism is still down regulated. And now, you're back where you started... often with more fat and less muscle than before.

The Takeaway:

You can't just keep cutting calories forever.

To truly transform your body - especially if you want shape, muscle, and a leaner, stronger look - you need to spend time restoring your metabolism, fuelling your training, and increasing your energy availability first.

This is where reverse dieting comes in - and why it's the foundation of the **StrongHer Method**.



Reverse Dieting

What Is Reverse Dieting?

Reverse dieting is the process of strategically increasing your calorie intake after a period of dieting or eating at low calories - with the goal of restoring your metabolism, rebuilding energy, and supporting lean muscle growth without gaining excess body fat.

This is not a “bulk” or a permission slip to eat anything and everything. It’s a structured, intentional approach to restoring your body’s ability to burn fuel efficiently — so that when you do decide to enter a fat loss phase later, your body is actually prepared to respond.

Why it works...

When you diet, your metabolism slows down as a form of protection — a process called metabolic adaptation. Your body reduces how many calories it burns in response to the lower intake, making it harder to continue losing fat.

But the good news is: just like your metabolism can adapt downward during dieting, it can also adapt upward when you slowly increase calories.

In fact, studies have shown that increasing food intake - especially when paired with progressive resistance training - can lead to greater energy output, better hormonal balance, improved performance, and easier body composition changes over time.

What Reverse Dieting Helps You Achieve:

- Eat more food while maintaining your current weight
- Increase energy, recovery, and performance in the gym
- Protect or build lean muscle
- Restore hormone function and reduce cravings
- Set your body up for sustainable, long-term fat loss later
- Avoid rebound weight gain after a cut

This is why every **StrongHer** client starts by spending time reversing, fuelling, and building strength - before we even talk about fat loss.

In the next section, I’ll show you how we do it differently - and why reverse dieting the **StrongHer** way gets better, faster, and leaner results than trying to do it alone.

This is how we do it

The StrongHer Way....

Reverse dieting isn't just about eating more food - it's about doing it with structure, timing, and a long-term strategy designed for your body.

At Transformed Women Coaching, we take a personalised, one-on-one coaching approach to reverse dieting. No random calculators. No guesswork. No cookie-cutter templates.

Instead, we guide you step-by-step through an approach that matches your:

- Training intensity
- Dieting history
- Hormonal status (cycle tracking)
- Current body composition
- Biofeedback and lifestyle

Because reverse dieting is only effective when it's tailored to YOU.

How we coach the reverse inside StrongHer:

- Real plans taking into account your history - not just formulas
- Personalised macro targets matched to your training blocks
- Weekly check-ins where we assess energy, hunger, recovery, and scale trends
- Progressive strength training designed to build muscle and shape
- Ongoing support and accountability so you never second-guess the process

Whether we start with a conservative approach or a more moderate ramp-up depends entirely on your goals, lifestyle, and how your body responds.

You'll never have to guess what to increase, when to do it, or how to adjust - we handle that for you, so you can focus on fuelling your body, getting stronger, and seeing visible results.

Reverse dieting is the foundation of the **StrongHer Method** because your body needs to be fuelled and supported before it can change.

WE TRACK WHAT MATTERS - NOT WHAT STRESSES YOU

Tracking progress can be empowering - when it's done the right way.

Inside StrongHer, we don't track for the sake of control or perfection. We track to guide decisions, support your biofeedback, and help you see the real changes that go far beyond the scale.

Our approach is flexible, supportive, and tailored to each client.

HERE'S HOW WE TRACK PROGRESS INSIDE STRONGHER:

Weekly average weigh-ins

If you're comfortable with the scale, we use it as one data point — never the whole story. We encourage daily weigh-ins (first thing in the morning, after the toilet, before food) to calculate a weekly average, which gives us a much more accurate reflection than one-off weigh-ins.

Not a fan of the scale? That's okay — it's completely optional.

Progress photos & strength benchmarks

You'll track visible changes in your shape, posture, and definition, alongside measurable improvements in strength and performance.

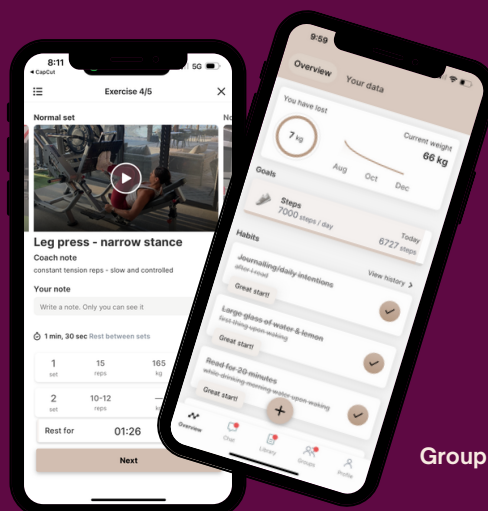
Optional girth measurements

For some women, tracking body part measurements (waist, hips, thighs, etc.) offers more clarity than the scale. We'll only use this method if it supports your mindset and goals.

Built in rest timer
& training progress
tracker

Technique notes

Training video Demos



Easy coaching
check-ins

Personal daily
habits checklist

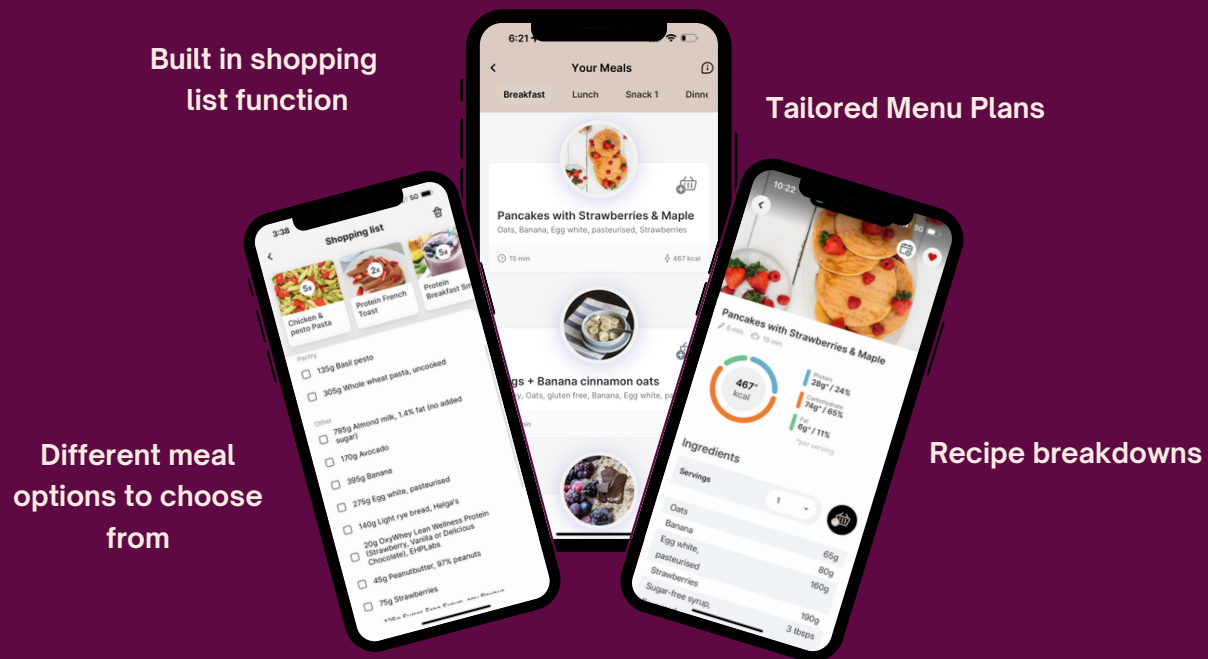
Group chat

TRANSFORMED WOMEN COACHING - PRIVATE COACHING APP

You'll use our app to track your training, nutrition, and check-ins all in one place - no complicated spreadsheets or second guessing.

The point of tracking is to adjust your strategy in real time - not to make you obsessive.

You'll be supported every step of the way as we use this information to help your body respond, your metabolism recover, and your results become visible.



Types of reverse diets

There isn't just one way to reverse diet. The right approach depends on your body, history, mindset, and goals. Inside StrongHer, we tailor your reverse based on how aggressive or conservative your body and lifestyle will allow.

Here are the three most common reverse dieting strategies we use:

FUEL WITHOUT THE FAT GAIN

One of the biggest fears women have when they hear “reverse dieting” is gaining fat.

We get it. You’ve likely spent years trying to eat less, shrink down, and control your weight — so the idea of eating more can feel scary.

That’s exactly why we use a structured, evidence-based approach inside StrongHer that allows you to fuel your body without unwanted fat gain.

HERE’S HOW WE DO IT:

1. Protein intake is prioritised to support lean muscle and metabolism.
2. Carbohydrates are timed strategically around training to optimise performance and recovery.
3. Fats are set at levels that support hormones, energy, and satiety.
4. Calorie increases are gradual and based on your body’s biofeedback.

This isn’t about eating “intuitively” with no plan - and it’s not a permission slip to go from 1,400 to 2,400 calories overnight.

Reverse dieting works best when it’s structured and monitored - and when you’re supported by someone who can read the signs your body is giving you.

Inside **StrongHer**, we make that process simple, sustainable, and stress-free.

When done right, reverse dieting doesn’t lead to fat gain.

It leads to better energy, stronger lifts, clearer hunger cues, better digestion, better sleep, and a body that starts to respond again.



1. CONSERVATIVE REVERSE

This method is slow and steady. You increase your calories by a small amount each week — usually 50–100 calories at a time — starting at your current maintenance level.

This method takes the longest but has the lowest risk of fat gain. It's perfect for women who are cautious or metabolically sensitive.

2. MODERATE REVERSE

A more balanced approach. Here, we typically add 10% more calories than your current intake. For example, if you're eating 1,800 calories, we'd bump you to around 2,000.

This approach works well if you want to restore your metabolism more quickly, but still want to be mindful of body composition changes.

3. AGGRESSIVE REVERSE

This method is the fastest. We increase your intake by up to 20% initially — with regular monitoring and adjustments.

It's ideal for women who are seriously under-eating, burnt out, or need to restore fuel quickly to support muscle gain and hormonal function. Some temporary weight gain may occur, but it's often necessary for long-term transformation.

The beauty of working together in **StrongHer** is this:

You don't have to guess which approach to use. We guide your reverse based on real-time data, how your body responds, and how you're feeling week to week.

Macros on Reverse

MACROS & RECOMP NUTRITION BASICS

Once we've established your starting calories, the next step is understanding how to divide those calories between macronutrients: protein, carbohydrates, and fats. Each macronutrient plays a unique role in how your body performs, builds muscle, and burns fat. Inside StrongHer, we coach you through these targets so you're never left guessing.

PROTEIN

Protein is the most important macronutrient for body recomposition. It helps maintain and build lean muscle, supports recovery, and has a high thermic effect (your body burns more calories digesting it).

We start by setting your protein target around 1.8–2.2g per kilogram of body weight, depending on your training and goals. This ensures you're fuelling your muscles — not losing them.

CARBOHYDRATES

Carbs are your body's primary energy source — especially for resistance training. We don't fear carbs inside StrongHer; we strategically use them to fuel performance, muscle gain, and metabolic recovery.

We allocate the majority of your remaining calories to carbohydrates — often around 50–60% of your intake, depending on your phase. We also focus on nutrient-dense, fibre-rich carbs to support digestion and satiety.

FATS

Fats support hormone function, brain health, and absorption of fat-soluble vitamins. We aim for a balanced fat intake — not too low, not excessive — typically around 20–30% of total calories.

We'll guide you in choosing high-quality fat sources (like olive oil, avocado, nuts, seeds, and quality animal fats) that support health without pushing calories too high.



*The **StrongHer** Difference:*

You don't have to figure out your macros or tracking system alone. Inside StrongHer, we calculate everything for you — and adjust it weekly based on how your body is responding.

We take the complexity out of macros and turn it into a personalised, results-driven system that fits your goals and lifestyle.

Measuring Progress

1. WEEKLY AVERAGE WEIGH-INS (OPTIONAL)

If you're comfortable with the scale, we use it as a tool — not a judgment.

We recommend weighing yourself at the same time each morning, under the same conditions (after the toilet, before food), then tracking your weekly average.

This gives us a much clearer picture than relying on one-off weigh-ins, which fluctuate due to water, food volume, hormones, and digestion.

If the scale creates anxiety or isn't helpful for you — we skip it. You're always in control of what we track.

2. PROGRESS PHOTOS & STRENGTH MARKERS

Photos are often the most powerful way to notice real changes in shape, posture, and muscle definition.

We also track your strength in key lifts so we know your performance is improving even if the scale isn't moving.

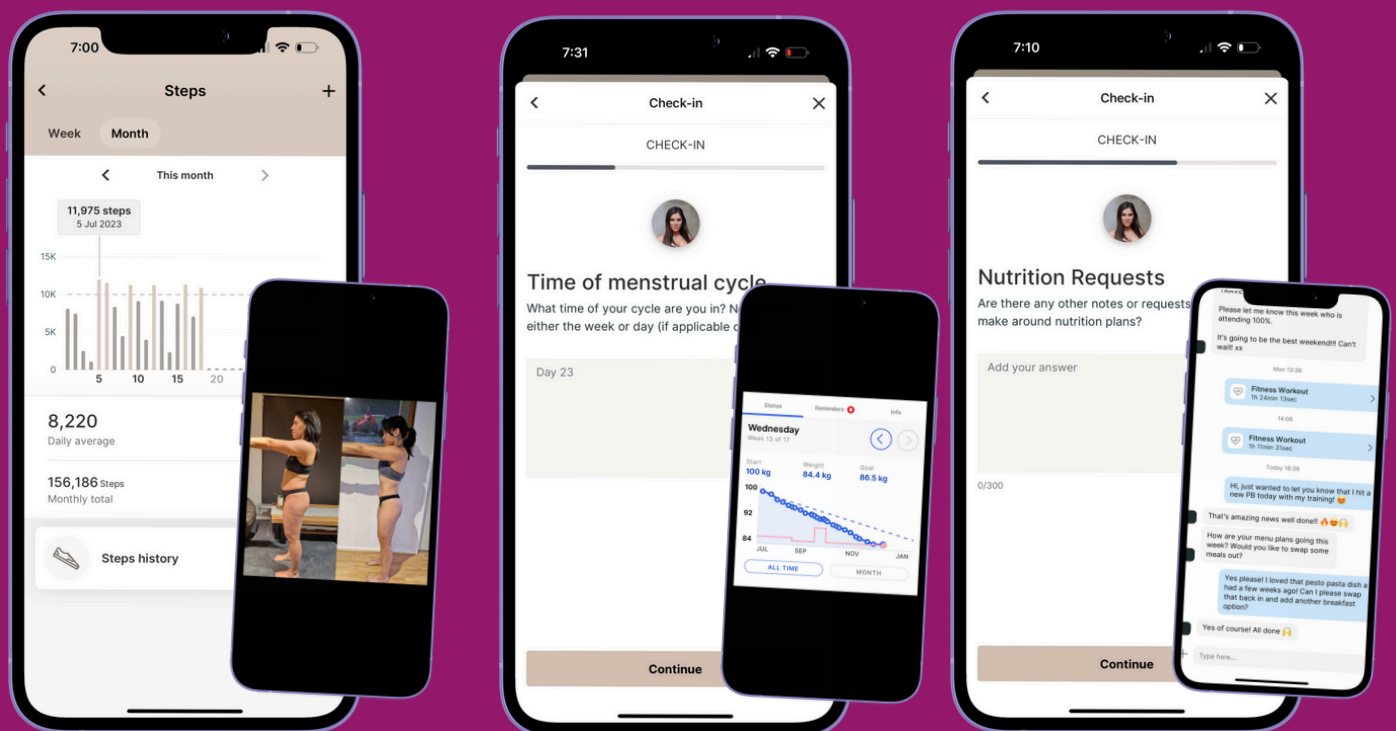


3. OPTIONAL MEASUREMENTS (GIRTH/BODY PART TRACKING)

Some women like seeing centimetres drop from their waist or hips. Others don't care. If this tool motivates you — we'll use it. If not, we won't.

4. TRANSFORMED WOMEN COACHING APP

All tracking happens inside our private app. No spreadsheets. No second-guessing. You can view your progress, submit check-ins, and get feedback from your coach — all in one place.



THE BOTTOM LINE?

You're not just tracking data. You're learning how your body responds, how to interpret its signals, and how to make adjustments that actually work — without fear, pressure, or confusion.

WHEN TO STOP A REVERSE - AND WHAT COMES NEXT

One of the most common questions women ask during a reverse is:

"How long do I do this for?"

The truth is, there's no single timeline. We don't reverse diet for a set number of weeks - we reverse until your body is recovered, fuelled, and ready for what's next.

HERE'S HOW WE KNOW YOU'VE REACHED YOUR "MAINTENANCE SWEET SPOT":

- You're eating significantly more than when you started
- Your weight is stable or only slightly up
- Your energy, mood, and training performance are strong
- Your hunger and cravings are balanced
- Your biofeedback (sleep, stress, digestion, cycle) is dialled in

THEN YOU HAVE THREE OPTIONS - DEPENDING ON YOUR GOALS:

1. Stay at maintenance and thrive

This is a powerful phase for recomposition, strength, and body confidence.

2. Enter a strategic fat loss phase

Now that your metabolism is primed, you can cut calories from a much higher place and still feel strong and fuelled - with far better results than before.

3. Move into a gentle surplus to build muscle

If your goal is more shape and size in specific areas (glutes, shoulders, legs), we can take you into a lean muscle-building phase, supported by tailored training.

Inside **StrongHer**, we help you map this out — no guesswork, no confusion. You'll be coached through your reverse and your next phase, based on real data and how your body is responding — all while being supported and educated at every step.

Just a few results...



Felicity

Starting Calories: 1600
Ending Calories: 2450cal

Start weight: 71kg
End weight: 61kg

Felicity started in a fat loss phase and lost 10kg, then we reverse dieted her to a healthy maintenance where she can now build more muscle and maintain her weight loss easily eating 24500 cals



Kylie

Starting Calories: 1650
Ending Calories: 1900cal

Start weight: 40kg
End weight: 40kg

Kylie has built muscle and strength while reducing body fat. Her weight is the same, but she is eating more, and has less body fat, and more muscle mass



Christine

Starting Calories: 1350
Ending Calories: 2280cal

Start weight: 60kg
End weight: 63kg

Christine was struggling, plateauing with results on 1350cals. She has now reversed calories to 2280cal where her body is finally showing muscle growth and strength gains and she is primed and ready to start a successful fat loss phase soon.



Lisa

Starting Calories: 1500
Ending Calories: 1850cal

Start weight: unknown
End weight: 57kg

Lisa completed 2 fat loss and reverse diet phases to decrease body fat and increase muscle over time. The photo on the right is her on her wedding day showing off her muscle definition and curves.



Claire

Starting Calories: 1700
Ending Calories: 2340cal

Start weight: 83.5kg
End weight: 72kg

Claire lost 11.5kg in her fat loss phase before reverse dieting to a maintenance phase where she can now focus on continuing to build muscle, strength and performance while easily maintaining the fat loss.



Sharyn

Starting Calories: 1400cal
Ending Calories: 1925cal

Start weight: 90kg
End weight: 80.5kg

Sharyn lost 9.5kg in her fat loss phase and has since reverse dieted to increase her metabolism and calorie intake while focussing on increasing muscle and strength.



Taryn

Starting Calories: 1600cal
Ending Calories: 2240cal

Start weight: 62kg
End weight: 60kg

Taryn did a small fat loss phase into a reverse diet phase where she now has more strength and muscle mass, and less body fat - all while eating 2240 cals per day



Allison

Starting Calories: 1600cal
Ending Calories: 1950cal

Start weight: 61kg
End weight: 61kg

Allison completed multiple fat loss, and reverse diet phases to decrease body fat, and increase muscle mass over time.



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Ready To Transform?

If you've made it this far, I want to say thank you.
You now understand what so many women never get taught.

Inside the **StrongHer** 12-Week Coaching Program, we guide women like you through the exact phases outlined in this blueprint - with structure, support, and strategy tailored to your body and lifestyle.

IF THIS SOUNDS LIKE WHAT YOU'VE BEEN MISSING...

- You're training hard, but still not seeing the shape you want
- You feel like you've been dieting forever but can't maintain results
- You want to finally eat more, build strength, and look like you actually lift
- You're ready to commit to a smarter long-term approach

Then your next step is simple:

BOOK YOUR FREE STRATEGY CALL

[CLICK HERE TO BOOK](#)

On this call, we'll:

- Map out where your metabolism and intake currently sit
- Identify what phase your body is ready for (reverse, fat loss, or build)
- Walk through how StrongHer can help you reshape your body, mindset, and lifestyle.



ALICE- FOUNDER, TRANSFORMED
WOMEN COACHING