

PROGRAM BROCHURE

BUILD YOUR

Body Confidence

ONLINE SELF-PACED COURSE

Created by

HAYLEY LATCHAM | THE BODY CONFIDENCE COACH

Build Your Body Confidence

The self-paced online program that helps you break free from a life of calorie counting, accept and appreciate your body, and know your worth from the inside-out

- ✓ Feel good about the choices you make and ditch the diet-bingeing cycle
- ✓ Find a deeper presence and connection with your body and give yourself what you need without guilt
- ✓ Experience joy again with food and movement and let go of control and unrealistic expectations
- ✓ Bring balance back to your mind, body, and soul and feel more at peace with yourself
- ✓ Worry less about what others think and take up space in the world as your flawsome, authentic self!

THIS PROGRAM IS FOR YOU IF:

- You have **had enough of hating and shaming your body**
- You are **tired of being so hard on yourself** all of the time
- You **obsess about your weight** and what you're putting in your mouth
- You get **frustrated** and upset that **your body looks nothing like the "ideal"** of fit and healthy and wish you could feel better about yourself
- You hold yourself to **unrealistic expectations** and wish you could stop taking on so many things at once and just go with the flow more
- You ride an **emotional rollercoaster** that burns you out and sets off your eating habits

AND *I bet you're done with...*

Feeling like a failure | Worrying about what others think of you

The constant preoccupation with your body

Feeling sad or down whenever you see yourself in the mirror or in photos

Feeling fat and self-conscious in what you wear | Feeling like you don't measure up

Not feeling good enough | The constant pressure to be thin, fit, & Healthy

Perfectionism | Not being able to let go of control

Feeling overwhelmed about trying to change things

IF YOU RELATE, *I hear you*

AND IT'S NOT YOUR FAULT

You've been raised in amongst a cocktail of extreme social pressures, manipulative media, weight stigma, and widespread fat-shaming plus a lucrative diet industry that preys on your insecurity and a fitness industry that populates one image of what "healthy" and happy looks like. And to top it off you've never had anyone show you how to deal with your emotions properly.

We were sold a lie of "I'll be happier when" and got hooked on the endless pursuit of the "ideal" body—not realising the key to feeling happy within ourselves is accepting who we are. The advice to "move more, eat less" is not making people healthier or happier, and continuing to believe in messages that our bodies are wrong is destroying our self-esteem and our mental health.

YOUR ISSUES WITH FOOD AND BODY IMAGE HAVE NOTHING TO DO WITH YOUR APPEARANCE...

...and everything to do with your conditioning and how you were taught to think, feel, and behave.

And this is why the Build Your Body Confidence program was created

It is time to unlearn and undo all of this insidious programming and reclaim your sense of self and purpose, and know that you are good enough as you are!



With Build Your Body Confidence

YOU'LL LEARN HOW TO

Challenge your unrealistic expectations and redefine what health, happiness, and success looks like for you

Have healthy boundaries on social media when it comes to body image and messages about weight loss and dieting

Accept and appreciate your body as it is

Tame your inner critic and rewrite the negative thoughts that play out in your head

Detach your self-worth from appearance and productivity, and learn to see the value you have regardless of your size or achievements

Find a deeper sense of purpose and meaning that connects you with others and moves you away from weight loss goals

Listen to your body and become more intuitive with what it needs

Stop emotional eating and process your emotions in a healthy way

Get out of your head and enjoy slowing down and being present

Express yourself with more confidence and be OK with being vulnerable around others

Ultimately...



**YOU'LL FEEL
LIKE
YOURSELF
AGAIN**

And be free to live and enjoy all of the things you want to do

[REDACTED]
I just listened to the amazing class on boundaries.
In my mind as a reminder:
Self care = thoughtfulness toward myself
Self compassion = kindness toward myself
Self respect = boundaries for myself
One choice at a time ❤️🤔

10:15

HERE'S WHAT YOU GET



Lifetime access to online learning,
complete with video tutorials,
downloadable audio, and workbooks

Downloadable body positive affirmation
cards that you can put on your phone,
laptop, or print out for your wall or journal

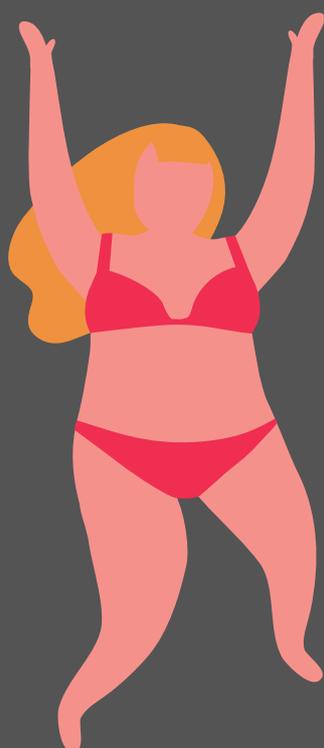
Body-nurturing practices and rituals
for a new level of self-care

Additional links and resources to support
your understanding around body image,
disordered eating, and societal weight
biases and stigmas

LOOK-INSIDE THE

*Build Your
Body Confidence*

PROGRAM



12 CORE MODULES

✓ Module 1

How to change your negative beliefs

✓ Module 2

How to stop playing a role and take off the mask

✓ Module 3

How to stop burning yourself out

✓ Module 4

How to let go of unrealistic expectations

✓ Module 5

Understand what it means to be your true self

✓ Module 6

Understand what you need & how to stop emotional eating

MODULES CONTINUED

✓ Module 7

Redefine 'healthy' and 'successful' and what it means to be a woman

✓ Module 8

Tap into a greater purpose

✓ Module 9

Step into your empowered self

✓ Module 10

Learn how to move from self-criticism to self-compassion for ultimate self-care

✓ Module 11

Set boundaries and find your voice

✓ Module 12

The new you - rewrite your story

A closer look...

Resign From The Endless Pursuit Of "The Perfect Body"

- **Uncover what is driving your fixation on what you eat and what you weigh** so that you can break free from your deep-rooted fears and cycle of behaviour..
- **Master the art of reframing your negative inner critic** into a more compassionate and positive champion of your uniqueness.
- **Find the courage to put down the mask** of the person you try to be around others and embrace your inner authentic, human self.
- Move away from the relentless busyness that always leaves you so burnt out, and instead **flow into more peace and calm for guilt-free self-care**
- Release yourself from unfair and unrealistic expectations and learn to **play to your strengths for lasting motivation**

Redefine Your Best Self

- Find the strength to face your deepest fears and **forge a resilience that will help you take setbacks in your stride**
- **Develop the ability to listen to what your body really needs** and break the cycle of emotional eating
- **Let go of unnecessary worry & anxiety** and focus your time and energy on what matters most
- **Challenge societal norms & ideals of beauty, health & success** and discover for yourself what it means to be a woman
- **Harness a deeper sense of purpose & empowerment** that allows you to ditch dieting and front-of-mind body hating for good

Reclaim Your Full Potential

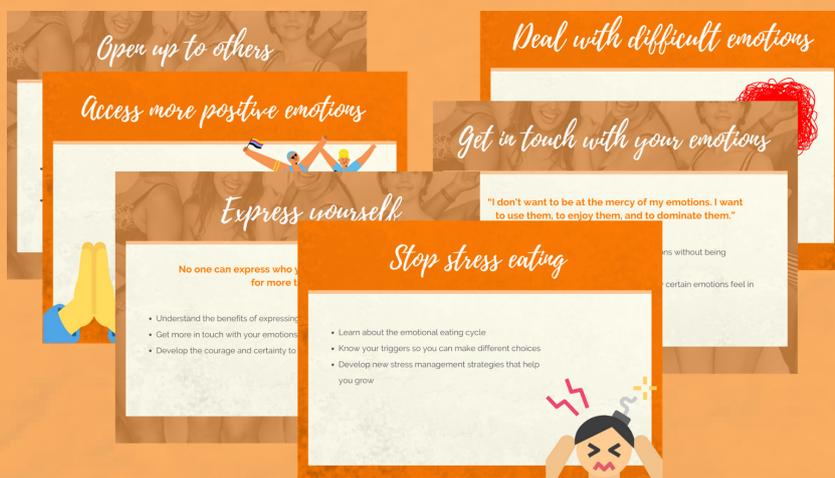
- Discover how to **turn your pain into power and take back control of your emotions** and your life
- **Create ongoing feelings of self-appreciation that outweigh your self-doubt**
- **Learn how to master your emotions without using food** and trust that you can handle whatever happens
- Forge the confidence to take the lead in challenging conversations and **express yourself openly and accurately**
- **Create strong boundaries that foster self-respect and protect you from hurt**, and safeguard you from social media and diet industry manipulation

PLUS,

all of the following...

BONUS MODULE

Mastering your emotions



BONUS MODULE

Building a strong, positive mindset



GUIDED AUDIO MEDITATIONS

When you need some extra help in your day



GRATITUDE STARTER KIT and self-reflection journal



AND...

Invitation to join the free online community 'The Body Confidence Tribe' and walk alongside other members and Ambassadors from around the world

HERE'S HOW IT WORKS

- You purchase the Build Your Body Confidence Program from your Body Confidence Ambassador
- Your Ambassador contacts the program creator and director who sets up your online learning portal login using your name and email address
- You receive an email notification that you are enrolled, and you can get stuck into the program!

Thank you Hayley! I am so happy that I signed up onto your Mastermind program. I have learned and healed heaps! Your step by step program helped me to restore my image of myself and more importantly, to heal my self esteem. I really appreciate your insight and guidance on understanding boundaries, why they are important and how to create them in my life. I have clarity and conviction around what I say No to and why that is important to me. Similarly, my Yes also has now more meaning. Furthermore, I learned that my needs matter and that taking care of them is absolutely important! This has healed the aching I have had in my heart for a very long time. I highly recommend working with Hayley, to deepen your relationship with yourself, to take care of your mental, emotional and physical fitness, to heal body image wounding and to grow in your confidence and self-esteem. Thank you Hayley!



How is your time!

12 core training modules plus playbooks & journals + LIFETIME ACCESS	\$2,997
BONUS training modules to help you master your emotions and mindset	\$997
Gratitude starter kit, guided audio meditation series & Affirmations deck	\$97
Private online community membership with ongoing support and guidance	priceless!

TOTAL PROGRAM VALUE

\$4,091

Program Investment

\$997

**WHEN YOU PURCHASE THE
PROGRAM AS A STAND-ALONE**

Consult your Official Body Confidence Ambassador for
information on their packages

FAQs

Q: So how does this actually work? What's involved and what do I need to do?

This is an online learning program, so there are videos you can watch, audios you can listen to, and downloadable workbooks with questions and activities that you can complete. The easiest way through is to start at the top and work your way down. There are suggestions throughout the course of related or bonus classes to watch if you'd like to explore something further, and you also have some physical rituals and practices that you can give a go to help you develop new self-care habits.

Q: How much time do I need to commit to this each week?

This is a self-paced course and you have lifetime access so you can commit the amount of time that is suitable for you. If your Ambassador is a coach and you will be doing coaching sessions with them using the Build Your Body Confidence Program, then you will need to discuss with them the amount of time you can commit to the online learning,

Q: I'm not sure if now is the right time to do this...

YIf not now...when? There is no such thing as the "right" time - in fact if you felt "ready" and confident to go ahead you probably wouldn't need the program as you'd already be taking action and letting go of the need to control your weight. We all have a natural resistance to change, but you're here, reading this, which means you've already taken the first step and that somewhere deep down inside a voice is saying to you "I can't go on like this - it's time for me now - time to say yes!" Once you've made the commitment to yourself, you can take it one step at a time. Think about where you would rather be in 3 months' time from now...having turned away and still stuck where you are now? Or gone with that voice inside and already so much further on in making peace with your body and yourself. The one thing that guarantees nothing will change is not taking action...

FAQs Continued

Q: I don't know if I can afford this?

I appreciate that in COVID times finances can be a little tighter than you may be used to. This is why I recommend you discussing the option of a payment plan with your Ambassador and splitting the payments up to make it much easier for you.

Yes this course is an investment of your time and money, but that pales into insignificance compared to the life-long, life-altering benefits of finally being rid of the constant front-of-mind fear and fixation with your weight and what you eat.

Q: Will this program help me lose weight?

This program is ABSOLUTELY NOT a weight loss program! There is no way I am enabling and encouraging a dieting culture and mindset. Your fixation on losing weight and toning up is one of the reason's you've been beating yourself up for not being good enough. I encourage you to elevate beyond your weight loss goals because you are SO MUCH MORE THAN A BODY. With The Build Your Body Confidence program you will learn to recognise and appreciate your true value and worth, and how to connect with the drive and excitement of meaningful goals that expand your true potential.

Q:I have an eating disorder - can I do this program and woulf it work for me?

While this program incorporates education on eating disorders, and incorporates a variety of evidence-based methods known to help those struggling with disordered eating patterns, it is not in any way a replacement for the treatment of an eating disorder. If you have an active, diagnosed eating disorder, you must work with or consult a relevantly qualified Allied Health Professional before embarking on this program.. With that in place this program should provide an appropriate addition to your recovery plan.

ABOUT THE PROGRAM CREATOR & DIRECTOR



Hayley Latcham

BODY IMAGE COACH | MENTOR | SPEAKER & FACILITATOR | PODCAST HOST



ICG Australian Coach of the Year Finalist, 2020

Canberra Local Business Awards Finalist, 2020

Canberra Local Business Awards Finalist, 2019

Australian Small Business Champion Awards Finalist, 2019



Hayley Latcham is the founder of The Body Confidence Coach and is the creator of the Build Your Body Confidence Program as well as the Creator and Director of the Body Confidence Ambassador program. Hayley is a Professional Accredited coach through The Coaching Institute and specialises in body image and disordered eating. She runs her own private coaching practice with individuals and groups and offers an array of online courses, as well as mentoring all of the Official Body Confidence Ambassadors. She is currently undertaking the Training Clinicians in Eating Disorders course through the InsideOut Institute, and proudly supports the Butterfly Foundation through her fundraising efforts.



Proudly Supporting

DID YOU KNOW..?

5% of your purchase is donated to the Butterfly Foundation in support of Australians struggling with eating disorders and body image disturbances.