

The Mom On Purpose Membership Vs. At Your Goal Weight



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With Your Host

Natalie Bacon

[Mom On Purpose](#) with Natalie Bacon

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Welcome to Mom On Purpose, where it's all about helping moms overcome challenges and live their best lives. My hope is by being here, you are more inspired to become the mom you are made to be. I'm Natalie, your host, a wife, boy mom, dog mama, Chicagoan, and former lawyer turned professionally certified coach. If you're here to grow, I can help. Let's go.

What's happening, my friends? I hope you're doing well. Today, I want to talk with you about a question I have been getting a lot more lately since opening At Your Goal Weight. And that question is, how is At Your Goal Weight different than the Mom On Purpose Membership? And this question has been coming up repeatedly so much so that I wanted to create a specific place where people can go and a specific podcast that I can send to people who are asking this question who want a more in-depth answer.

And you might be wondering the same thing as well. And so I want to clear it up. Answer questions that have been coming in about the Mom On Purpose Membership and At Your Goal Weight. So if you are wondering if either program is for you, you will hopefully have answers to your questions. If I don't answer your question and you have another question, you can always email us at theteam@momonpurpose.com. We will answer within one business day, and have great customer service. So don't hesitate to reach out to theteam@momonpurpose.com. You're not bothering us. No question is too small, nothing like that. We're happy to answer your questions about either of these programs. So both of these programs were designed for moms. Both of them include my proprietary tools. Both of them have, you know, a private portal and a private podcast. Obviously, I am the founder and creator of both of them, so they have a lot of similarities in that sense.

But the result that you will get from each is very, very different. One is a weight loss program, and that is At Your Goal Weight. The other is a program for decreasing overwhelm, stress, the mental load of motherhood, and that is the Mom On Purpose Membership. I like to think about things that complete and the things that are designed to continue. Showering,

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exercising, doing your hair and makeup, moving your body, taking care of yourself physically. That is meant to be something that continues. Taking a program to set and achieve a goal is meant to be something that completes. Going to law school was something that is meant to complete and that completed for me. When you differentiate between something that completes versus something that's meant to be ongoing, it can be helpful for understanding different types of programs and different types of education that you want to get.

So I recently invested into a six-month container to learn the skillset of Facebook ads. It was a very specific goal of mine. I wanted to learn it myself. And I did that. And that was a six-month program. It had a start and an end. Very similar to my weight loss program at your goal weight. It is designed for you to learn the skills and the tools and the specific method that I teach, the lose more with less method, to set and achieve and then maintain your weight loss goal. Once you achieve your weight loss goal and you learn how to maintain it, you're no longer on a journey to lose weight. A weight loss goal is meant to have an end date, and then you go into maintenance mode. There is no ongoing kind of care that you need to do. This is, you know, similar to all other things that end.

I love the example of going to law school or any other type of career education that you might take, right? There is a completion of that goal. If you set a goal to write a New York Times best seller, you are going to write a book and you are going to do a lot of marketing and whatever else is required. And you either achieve that goal or you don't. It is not kind of ongoing care for something. Compared to taking showers, you know, moving your body, exercising, things that are supposed to continue. I'm using a lot of health related examples because that's typically what I think about. But I love doing the contrast between mental and emotional health versus physical health because we've definitely normalized it for our physical health. I shower daily. I do my hair and makeup pretty much every day. I move my body every day.

Now, I'm not in the season of a lot of formal exercising, but I am moving around a lot with my three kids. That's my movement. I brush my teeth. I

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floss. So these are activities that I do ongoing. I'm never asking myself, when is this going to complete? I'm talking about this here and giving it a lot of attention because I think above and beyond even these two programs, but definitely for these two programs, it's helpful for you to have that lens of things that complete versus things that are meant to continue. So you join a gym and you go there to exercise and work out and maybe that they have a particular type of class that you like. It's not meant to complete. Now you might end or quit it just because you want to, but the actual type of exercise doesn't have a completion date.

It's not meant to be finished. You know, compared to going back to school to, you know, get your doctorate, that is meant to have a completion date. At Your Goal Weight is a program that is meant for you to go through, to implement, to lose weight, to maintain weight, and then you are done. I want to help you achieve your weight loss goal in a way that is, quick, but, you know, not like a scam, in a way that is, is doable, but we're not wasting a whole bunch of time. Like it, there shouldn't be years going by where you're not achieving this goal you know, in the same way that years shouldn't go by where you're working on your law degree. It doesn't work like that. It's a three-year program, that's it, right? Now, there are circumstances where it might take an extra year or something like that, but above and beyond that, it just, it completes.

And so the same is true with working on any sort of goal that is meant to have a completion date. Now, of course, life happens, a circumstance happens, you might go through some, you know, terrible thing where you stop the goal, totally justified. And I actually include a lesson on that when you should pause or slow down from your weight loss goal, but you should do so intentionally. And then you pick back up and then you make it something that you are going to complete. We're not going to be working on your weight loss goal forever. And that is the exact reason why I created At Your Goal Weight to be an on-demand instant access weight loss program. I want you to get access to the entire method right away and then be able to implement it. And from implementing it, you will then get those results.

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And you have lifetime access to it. So if something happens or you want to review any of the content or it takes you a little bit longer for whatever reason, it is all there for you. You're basically investing in that method and that program so you can go through it at your own pace. You got instant access on demand in your course portal, as well as a private podcast to everything you need to lose weight, to set and achieve your weight loss goal, to be at your goal weight, and then the skill of maintenance, I also teach you in there. So it is something that is meant to complete, which is why it's just a one-time payment. There is a payment plan that you can select, but once those payments are done, you've paid in full and it's complete and you still get access for the lifetime of the program.

So that is why I designed At Your Goal weight to be that way. I wanted it to be a one-time investment because this is something that should complete. Conversely, the Mom On Purpose Membership is a membership that I like to kind of dub the mental and emotional gym because we all understand that a gym membership for exercising for your physical health is meant to continue kind of indefinitely until you decide, okay, this isn't for me anymore, or I want to take a break, or I want to stop. But it's not because it's not working. It's not because the tools aren't great. It's just because you've decided. Alternatively, you can stay forever. I have been a member of so many memberships for years. I was thinking that some of them are coming up on a decade. And I revisit that decision just based on, am I gaining information that's helpful for how I want to live my life, whether that's specifically for, you know, parenting or thinking at a higher level.

I'll tell you what, my friends. To find experts who think at a really high level, especially in the way that I was professionally trained in, is, I think hard to come by. I have joined a lot of programs and quit because my expectations are so high for high quality coaching. I am a causal coach, which means that I am trained in a certain method, and I like to be a recipient of that type of coaching. And to be exceptional at that level of coaching, it really requires that the coach has done a lot of ongoing training. And that may or may not be the case, regardless of how big their business is. So, you know,

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it could be a very big, successful business and their coaching skills may not be that exceptional for the type of coaching that I am looking for.

And so for me, you know, I consider there to be kind of a small number of people who can coach at the level that I can coach at. I mean, I'm telling you, my friends, I'm bad at a lot of things. Trivia, geography, not my strong suits. But coaching, I'm exceptional at coaching, and it is because I continue to invest in myself. I've done multiple certifications and continue to just sharpen and hone my own coaching skills. This type of coaching is unique. It's causal coaching. It gets at the root cause. So I'm not telling you what I think you should do. Instead, I am helping you uncover what you think you should do. And of course, I'm offering my mentorship and my tools along the way. The Mom On Purpose Membership has monthly masterclasses where I am teaching. So you do get frameworks, but then it's all about you learning the skills and the tools so that you can apply the frameworks to your life.

And having a weekly group coaching call ongoing is life changing. And so I designed the Mom On Purpose Membership because I liked those types of ongoing programs for my mental and emotional health in the same way that I would like an ongoing program for my physical health, right? Going to the gym and to have it be ongoing. I have had conversations with clients about this because, you know, most of the clients in there, there's hundreds of moms inside the Mom On Purpose Membership. They stay for years ongoing. And that is by design. I make it very affordable. It's less than \$100 a month. And if you think about the cost of, you know, working one-to-one with a coach for a six-month container, I mean, that is 10, 20, 30, 40, up to \$100,000. That is not uncommon for a one, to one coach. And so to be able to get group coaching, which time and time again, I hear, and I also believe this as well, that group coaching is, it's almost more powerful, but in a different way.

To be able to hear other moms going through circumstances and situations that sometimes are similar to yours and other times are so different, but then to have examples continuously week after week of how to work through all of those situations with these tools is extraordinarily helpful for

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your own life. I think that is one of the most underrated things and parts of the Mom On Purpose Membership that typically is something that clients come to me after they've been in for several months and say, "Oh my goodness, the group coaching call is like I'm obsessed with. I just listen to it week after week to keep my brain sharp." But it's something that you may not know ahead of time is so valuable. And I think it's because we're so used to learning from books and audio programs and, you know, all of the types of podcasts that we listen to.

And nothing wrong with learning content in that way, but that type of learning is learning about other people's thoughts. So when you listen to my regular podcast every single week, I'm sharing what my thoughts are. When you listen to any podcast out there, you are listening to someone else's thoughts on a topic, right? And that's a beautiful thing. Same thing with an audiobook or any other type of audio program, you're listening to what someone else thinks. Wonderful. Coaching is completely different. Coaching is me as the coach coaching someone else and we are uncovering what they are thinking. And through that awareness and discovery, they can see their default thought patterns are creating negativity, victim mentality, overwhelm, stress, worry, anxiety, self-doubt, keeping them a little bit more stuck than they want to be. Any type of challenge that they are going through always starts from being a though problem.

And when you become more aware of that and you learn how to clean out your brain and you witness other people cleaning out their brains and, and having a coach that you can listen to do that at a high level is extraordinary. I mean, you will have breakthroughs that you couldn't possibly get from listening to someone else's thoughts. So listening to podcasts and audiobooks, wonderful, but it's learning about how someone else thinks versus listening to coaching or getting coach. And that is understanding how you think. You can listen to books all day, every day, and podcasts all day, every day, and you will not get the types of breakthroughs that you will get through coaching because you haven't had someone look at your brain or you haven't listened to a coach look into someone else's brain. It is a

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completely different experience. And one that I will admit is a little bit more challenging to, like, articulate the benefits of.

I think that is one that, you know, people tend to join the membership for the wonderful content and the frameworks and the tools that I teach month after month in the masterclasses, and I love that. But then I think, like, the hidden gem of the membership is that weekly mom group coaching where you really can hear examples of the tools applied in real life circumstances. And I am so blessed to have such a big community of moms willing to get coached to come on live. And it's just kind of like a safe space where, we're not validating. Coaching is not about validating. Coaching is about, you know, kind of holding a mirror up to your brain and showing you the thought patterns that are leading to the emotions that you have that you wouldn't choose intentionally. And it will very quickly get you to feeling empowered and capable and confident and connected.

So at a practical level, when you're struggling with your kids, when they're not listening, you can come on a coaching call or listen to a coaching call, and within an hour, you're feeling completely different about the whole situation. You feel empowered, you feel connected, you feel like you have some options for what to try next. And that happens just from listening to coaching. You can also always get coached on the call or write into the Ask a Coach forum. There is a written coaching forum. So Mom On Purpose Membership is for decreasing stress, overwhelm, the mental load, and helping you apply the self-coaching tools so that you can show up as the mom who you want to be. I like to think of it as the mental and emotional gym. It's ongoing. It's designed that way. That's why it's less than \$100 a month. And you can cancel any time.

At Your Goal Weight is a weight loss program. Mom On Purpose is not a weight loss program at all. It's mental and emotional tools and transformations, parenting, time management, the mental load, all that good stuff, the inner work really. At Your Goal Weight is weight loss. It is my professional weight loss training combined with my experience having lost weight three times. We're technically four times, right? I was thinking about it because it's like the first 25 pounds that I lost before ever becoming a

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mom. And then I got pregnant three separate times and had three babies. And so after my first, I lost 40 pounds. After my second, I lost 40 pounds. And after my third, I lost 50 pounds. I most commonly talk about my last pregnancy having lost 50 pounds because that was the one where my circumstances were the most insane. And it was the one where I had gained the most weight.

I felt the most off. I felt the heaviest. I was the heaviest. It was the most challenging for me in terms of being in my own body. I had no business setting a weight loss goal at that time. My life was just so crazy. No childcare. Working, three under three when my son was born. And then by the time I started, losing weight, it was three under four. And that is the story that I tell because out of that experience is when I took my weight loss tools. I took my experience having lost weight and as a coach and I created the lose more with less method. And so that's the one you hear me talk about the most. But really, I had been working on weight loss throughout all of these pregnancies in between them and also coaching on it as well, in past coaching programs.

And so now, finally, I have created At Your Goal Weight, which is my signature weight loss program, which includes everything you need to set and achieve your weight loss goal. There are over 40 lessons in there. It is very detail oriented, but it's not like, an information dump. So I have been in business almost 10 years and, I've gotten pretty good, I will say, at creating courses and content in a way that gives you the clearest path to get the result that you want. But at the same time, not leaving anything out. And so there's a balance, right? I would not want you to just get an information dump about everything I know about health and weight loss, and then you have to sort through it. You know, ain't nobody got time for that. At the same time, I also don't want to make it so short that questions are left unanswered.

And so after having my third son creating this method, working with many private clients on weight loss, and then, you know, creating smaller programs, one-off programs for weight loss, I got a lot of questions about weight loss. And so I included the most commonly asked questions, the life

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circumstances that tend to come up the most with weight loss. Like how to do this while traveling, while navigating the holidays, while going to celebrations. What about plateaus? What about an uptick? You know, what about nighttime eating? You know, how do I do this when my family likes to eat certain types of foods or at night? And can I really go into a calorie deficit without counting calories and, you know, breastfeeding and perimenopause and different medical situations? And while you should always be cleared by your provider, that's the one thing that I will not claim to be able to tell you otherwise, I answer the questions that come up about how to apply my method of losing more weight while doing less, going into a calorie deficit without counting calories in all of these specific circumstances.

And because I do it in that way, it is, in my opinion, the exact right amount of information that you need in a very clear path so that you could just listen to it once and start implementing right away. And if you need a refresher on a certain lesson, you can go back to it. Personally, I'm a podcast girly. No surprise, I've been doing this podcast again for close to 10 years. And because of that, I included a private podcast. So you can listen to the private podcast if you prefer to listen audibly, but you can also log into your private portal and get the video lessons as well. One of the main differences that I also want to point out between At Your Goal Weight and the Mom On Purpose Membership is At Your Goal Weight is highly strategic. For those of you who have been in my world for a while or you've known my work or you're a Mom On Purpose Member, you may be surprised to know that my approach to weight loss is very different than my approach to parenting, to motherhood, to marriage, to the topics that I always start inward first.

So with those topics, I'm always coaching from that causal coaching perspective of what are you thinking? How is that making you feel? And then what do you want to do? So it's always in that order, your thoughts first, then your feelings, and then your actions. And there's a reason to that. It's not just, you know, random. The reason is because so much of what's happening in motherhood are things that we are not going to change. So

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you're not going to be able to change your spouse, you're not going to change your home probably. You're not going to be able to change your kids. So there are circumstances that are happening that are outside of our control. And so when you focus on your thoughts first, and then your feelings, and then your actions, and you do it in that order, you can get to a place of feeling how you want to feel, whether that's confident, connected, empowered, maybe it's lighter, more joy, however it is that you want to feel, you can do that regardless of what's happening externally.

And so that can feel like a huge weight is lifted when so much of that overwhelm on the mental load we tend to think is coming externally from our to-do lists, from, you know, what our spouse isn't doing, from our kids not listening. And when you learn, oh my goodness, it's none of those things. And you can start with looking at your thoughts and learning how to catch them, stop that negative thinking, slow down those worrisome thoughts, get out of overwhelm, and think more empowering, helpful thoughts. I mean, you'll change your life and you don't even have to change your actions, at least not first. They will change naturally, but it will be in that order. Conversely, with weight loss, I take a completely different approach. And this is a method that I created mostly based not on my professional training as a weight loss coach.

I like to include that just so you know a little bit more about me. But my whole method is based off of what worked for me, losing weight multiple times specifically, you know, with kind of crazy circumstances and three little kids at home and all of that, as well as coaching many, many one-to-one clients. Now, through my experience, obviously, you know, I was able to pay attention to the details of what I was doing, but I gained a whole nother layer of perspective coaching many moms one-to-one who were different from me, who had older kids, who, you know, were working out at the same time already, who just were doing things differently, had family meals at night, and all of these different circumstances that I was able to coach them through. And from that, I created the lose more with less method. And it is not thoughts first.

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It is strategy first. And so for those of you inside at your goal weight or who have worked with me one-to-one for weight loss, you know, I'm not asking you very much about your thoughts. Now, for those of you who have worked with me though for weight loss, you also know that we do talk about your thoughts. It's just after you're already losing weight. I don't think it is helpful, and this is my philosophy and perspective, which is the whole point of this podcast to see if this is, you know, a good, fit for you, because I want it to be a good fit for both of us. There's, there's nothing better than working with clients who it's the right fit for. And so I think that when you start your weight loss journey doing mindset work, you can waste a lot of time.

Like, you can be thinking about weight loss and thinking about your thoughts and journaling about weight loss and researching and just wasting time, right? It's like that, that one, famous, I don't know if it was like a blog post or something about, like, doing the thing. You can read about doing the thing, you can talk about doing the thing, you can manifest doing the thing, you can journal about doing the thing, but until you're doing the thing, you're not doing the thing. And so my weight loss philosophy and my method, lose more with less method, is strategy first. So I tell you exactly what to do to start losing weight today. Not tomorrow, not next week, not when you're ready, today. In the middle of life, lifeing. I always like to say with the one caveat of, like, as long as you're cleared for weight loss, as long as there's no reason why you shouldn't be losing weight right now in terms of something that, like, a healthcare provider has said, otherwise, good to go.

Let's get started today. Not tomorrow, not the next day, today. And because of that, my clients get pretty quick results. And in fact, the first four to eight weeks, typically, they're losing, you know, two pounds a week. I always think that the beginning is a little more than typical because your body's, you know, kind of just switching that momentum. And so it creates this new momentum snowball, which is really fun to get those quick wins. And when you do it this way, you will lose weight. And it, it's, it's interesting, right? We all see those graphs, like the path to success, and this is not what it looks like, and there's a straight line down. And this is what it looks like. And it's

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like ups and downs and ups and downs. And I don't know. Yes and no for weight loss in my approach.

I mean, there will be little hiccups and, like, little plateaus and little stalls. And so, of course, it's not going to be perfectly downward, but it is not this up and down rollercoaster of losing and gaining the same five, 10, 20 pounds. Not at all. It is much more like a downward consistent trend of one to two pounds a week. If you're doing that method, no doubt in my mind that that will be the result that you get. And it's, it's not just from my results. From coaching so many moms in the last couple of years, I have just seen it time and time again. And the moms who I've coached have had, like, completely different situations, completely different family circumstances, just life-living in all of the different ways. And I have just seen it time and time again. And that approach really works for the person who wants to lose weight by going into a calorie deficit without counting calories, without focusing on nutrition, and without focusing on fitness.

Not that those are bad or wrong. Those are wonderful. It's just that when you combine them with a calorie deficit, now we have three goals we're working on. And as my membership girlies know, I have always been someone who has been a fan of one goal at a time because you will be so much more likely to succeed and you'll succeed faster. Like, weight loss should not be taking you, you know, years to achieve. This should be something that you should set and you should achieve and we should, like, move on with our lives, right? And, and that, mindset and perspective, I think, hopefully is a breath of fresh air because when you make it this whole struggle thing that's supposed to last years and take up this whole identity in your mind, that's what happens. And before you know it, it's been a year and you maybe lost 10 pounds if you're lucky.

And nothing wrong with any progress at all. Of course. I just want to be here to show you what's possible. That life doesn't have to be perfect. You don't have to wait for different circumstances. You don't have to spend hours in the gym. You don't have to overhaul your nutrition. You will likely make some common sense food tweaks. I always like to give that caveat. Of course, you're not going to be eating cake all day. So what I like to say is

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if you're eating kind of a more typical diet, then you might have to make some, you know, common sense tweaks. That's what I call it. If you are eating a lot of carbs and a lot of sugar, then you might have to make a few more common sense tweaks. But the example I always like to give is with my first and second son after both of those pregnancies, I lost 40 pounds that I had gained for each of them, and I wasn't eating meat at the time.

With my third, I was eating meat and I lost the 50 pounds while eating meat. And so I have lost weight eating very different diets. And the reason that I am so obsessed with my Lose More With Less method is because it works based on the foods that you like to eat. Again, with the caveat that we're not going to be eating cake all day, of course. And so there might be some common sense tweaks that you need to make. But most of my clients, they are just highly successful women. And that doesn't mean, you know, your job has to be some sort of level of a certain success. I'm talking about you identify as a high achiever, maybe you're a little more type A, whether you work in the home or out of the home, it doesn't matter. But you are someone who has a standard of excellence for yourself and for everything that you do.

Wonderful. I love that for you. I'm the same way. And it can have a shadow of leading to overcomplicating things that don't need to be complicated. So with respect to weight loss, it can be like, "Oh, well, I want to lose weight in the best way. So I want to go to the gym and I want to get fit. And I want to lose weight. And I want to overhaul my eating habits so I'm eating more nutrient dense foods." Okay. And how is that going to fit into your already full life as a mom, as whatever you are in your work, if you're working as well as like a homemaker or a wife? Whatever hats you are wearing, I am sure your life is full if you are listening to this. Otherwise, you probably wouldn't be here. I know that. I know the many of you reach out and I hear from you and your lives are full, you're doing all of the things, you're managing all of the many hats that you wear, even though they can look very different.

We all have that commonality where we care a lot about our lives and our kids and our homes and When you add in multiple goals at once, you

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unknowingly add in way too much for your brain. Hello, mental load. We all know that it is real, and the way that you simplify weight loss is to work on a health goal one at a time. I am not your fitness girly. I am not your nutritionist. I am here to help you go into a calorie deficit, very simply in a straightforward way, so you can lose weight. Again, I like to use the example of, you know, a GLP-1, even though obviously this is not a drug at all and it works completely differently. It is similar in the sense of a GLP-1 does not optimize for nutrition, it does not optimize for fitness. I, again, use this as an example because before I started using as an example, people would be so confused as to how it was even possible, and that example has really helped.

And so I think it's important for me to mention here, it's similar in the sense of it doesn't require you to exercise. If you already exercise, totally fine. It's just not using fitness for the purpose of weight loss. Same thing for nutrition. We're going to keep the basic foods that you already eat, making some, you know, minor common sense food tweaks to help, as you lose weight and you will, if there's any plateaus or if you notice that certain types of foods lead to more plateaus, I give you some common sense tweaks to make. And it is very simple, and it is very straightforward, and it is very effective. Weight loss, my friends, is so much simpler than you think. So At Your Goal Weight is a one and done instant access program. Lifetime access, get it on demand, start losing weight today, momonpurpose.com/goal. It is highly strategic.

You will learn weight loss skills, not just to get you quickly to your goal weight, but most importantly, how to maintain it. There is a tool that I created for maintenance mode, and I'm obsessed with it. Obviously, I'm biased here, but it works really well. I do not give you a range. I give you a specific number to lock into and how to anchor to the scale to make sure that you never wake up one day and you're all of a sudden, okay, five, 10, 15, 20, 50 pounds up. That just won't happen as long as you do this very simple daily weigh-in process for maintenance mode. And so I could've made that like a separate add-on thing. And I decided no, like, in integrity with what I want this program to be. I want to over-deliver. I want to include

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both teaching you the skill of creating your goal weight and the skill of having that goal weight, which is maintenance mode, but it's two separate things, and you really have to wrap your mind around that, which you will inside At Your Goal Weight.

Mom On Purpose Membership, not a weight loss program. It is a program designed to help you decrease overwhelm, parent from connection, and show up as the mom you want to be. I like to think of it as the mental and emotional gym for high achieving millennial moms. You can learn more about that over at momonpurpose.com/coaching.

And email us anytime. The team@[momonpurpose.com](mailto:team@momonpurpose.com), we are happy to answer your questions about either program. Thanks so much, my friends. I will see you inside. Take care.