



THE BELLY BUSTER PLAN



**4 SIMPLE STEPS
TO REDUCE STUBBORN BELLY FAT**



[LINKTR.EE/IONSTRONG](https://linktr.ee/ionstrong)



WELCOME

Hey — I'm really glad you're here.

If belly fat has been the one thing that just won't budge... even though you've cleaned up your habits, stayed consistent, and put in the effort... you've come to the right place.

It's one of the most common sticking points I see with **women over 40...** and one of the most misunderstood.

Most people are told to eat less, move more, and push harder...

But if your body is already under a lot of stress, that approach can backfire.

Belly fat is largely driven by what's happening behind the scenes:

- ✓ How your body is handling stress day to day
- ✓ Whether you're actually recovering from your workouts
- ✓ How your sleep is affecting your hormones
- ✓ And how your nutrition is structured overall

When those aren't dialed in, your body holds onto fat — especially around your midsection.

This guide breaks it down into **four clear steps** so you can start seeing progress without burning yourself out!



LET'S DIVE IN.

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WHY BELLY FAT IS DIFFERENT

Belly fat isn't just about how your clothes fit.

Fat stored around the abdomen, especially visceral fat (which is stored around your organs), is more metabolically active than fat stored in other parts of the body.

This is a big deal, because it's linked to:

- ✓ Increased inflammation
- ✓ Insulin resistance
- ✓ Higher risk for heart disease and metabolic conditions

Plus, it tends to be more stubborn than fat in other areas.

Most importantly, belly fat is a signal that multiple systems in your body need support.



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WHY BELLY FAT IS SO HARD TO LOSE



Many people do "all the right things" and *still* struggle with belly fat because:

- ✓ Chronic stress elevates cortisol, which encourages your body to store fat in your midsection
- ✓ Poor sleep disrupts hunger and fullness hormones
- ✓ Muscle loss slows metabolism
- ✓ Blood sugar swings promote fat storage
- ✓ Overtraining (too much cardio, not enough recovery) backfires by keeping cortisol elevated

This is why spot training... like doing tons of crunches and planks... doesn't work, and why eating less and exercising more often leads to frustration instead of results.

WHY IT TAKES A MULTI-PRONGED APPROACH

Belly fat responds best when you support all of the following:

- ✓ Metabolism
- ✓ Hormones
- ✓ Building or maintaining muscle
- ✓ Stress management and recovery

Ignoring any one of these slows progress in the others.

That's where the Belly Fat Buster 4-Step Plan comes in.



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HERE'S WHAT SOME OF MY CLIENTS ARE SAYING...



Thanks for being there to give me a tool I can use wherever I am and at whatever time I can work out!

Thanks Kate and thanks for all you do. You've been such a positive influence on my fitness journey and I don't tell you enough.

I love how fast I can run these days. Thanks for making me strong

Thanks! I have REALLY LOVED your app and workouts!! It has held me accountable and been exactly what I needed! And I am going to continue!

4:

I may forget to log all my water and my steps, but I know I'm getting both. My husband had back surgery 2 weeks ago so we've been walking a few times a day to progress his recovery. I've also noticed consciously making better food choices. I'm grateful for this app and your coaching!! ❤️

So grateful for your workouts!!! We hiked up the mountain at the far end of the lake and then came down the face of that rock!!! Overcame old fears interested new agility and strength.

4

0

You really are an amazing trainer. I am more tone than I have ever been. Thank You

0

THE BELLY BUSTER PLAN

STEP 1: TRAIN SMART (NOT JUST MORE)



Strength training and high-intensity movement help improve insulin sensitivity, preserve muscle, and increase calorie burn... all essential for reducing belly fat!

High-intensity interval training (HIIT) can be especially effective at reducing abdominal fat when used strategically & paired with proper nutrition & recovery.

What to focus on:

- ✓ Strength training 2–4 times per week
- ✓ Walking or low-intensity movement most days
- ✓ Short bursts of HIIT can be effective for reducing abdominal fat, but only when paired with proper recovery (1-2 sessions/week is plenty)

What to avoid:

- ✓ Long daily cardio sessions
- ✓ Daily HIIT or high-intensity work
- ✓ Training harder while ignoring sleep and nutrition



➡ MORE WORKOUTS ≠ BETTER RESULTS. SMARTER TRAINING DOES.

STEP 2: EAT TO SUPPORT FAT LOSS

Why this matters:

When you keep blood sugar stable with fiber- and protein-rich foods in appropriate portions, your body is more likely to release stored fat instead of holding onto it.

What to focus on:

- ✓ Protein at every meal
- ✓ Vegetables or fiber-rich foods at most meals
- ✓ Balanced portions of carbohydrates and fats
- ✓ Reducing mindless snacking and liquid calories

Example: A meal with grilled chicken, roasted vegetables, and a small sweet potato keeps blood sugar stable and supports fat loss better than a granola bar or smoothie with the same calories.



KEEP IN MIND: EVEN THE HEALTHIEST FOODS CAN SLOW FAT LOSS IF PORTIONS ARE OVERSIZED.



STEP 3: SLEEP TO BALANCE HUNGER HORMONES

Poor sleep increases hunger hormones (ghrelin) and decreases fullness hormones (leptin), making step 2 (nutrition) much harder to follow.

When you're sleep-deprived:

- ✓ Cravings increase
- ✓ Portion control feels harder
- ✓ You might notice cravings for "quick-hit" processed foods
- ✓ Belly fat becomes more stubborn

What helps:

- ✓ Aim for 7–9 hours of sleep
- ✓ Keep bed and wake times consistent
- ✓ Create a short wind-down routine before bed
- ✓ Reduce late-night screens and stimulation



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BETTER SLEEP MAKES BETTER CHOICES EASIER.

STEP 4: CALM THE "STRESS RESPONSE"

Chronic stress keeps the stress hormone cortisol elevated, signaling your body to store fat (especially around the belly) as a protective response.

Focus on:

- ✓ 5–10 minutes per day of intentional stress reduction
- ✓ Deep breathing, walking, journaling, prayer, or quiet time
- ✓ Reducing constant "go-mode" when possible



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IT'S NOT ABOUT COMPLETELY ELIMINATING STRESS, BUT FINDING TOOLS TO RECOVER FROM IT.



THE DAILY BELLY BUSTER CHECKLIST



Use this as a daily awareness tool to gradually ramp up your habits to support your goals.

TODAY I:



ATE PROTEIN AT EACH MEAL

☐ ☐ ☐ ☐ ☐ ☐ ☐

ATE VEGETABLES AT LEAST TWICE

☐ ☐ ☐ ☐ ☐ ☐ ☐

PAID ATTENTION TO PORTIONS

☐ ☐ ☐ ☐ ☐ ☐ ☐

MOVED INTENTIONALLY (WORKOUT / WALKING)

☐ ☐ ☐ ☐ ☐ ☐ ☐

STRENGTH TRAINED / INTENTIONAL RECOVERY DAY

☐ ☐ ☐ ☐ ☐ ☐ ☐

SLEPT AT LEAST 7 HOURS

☐ ☐ ☐ ☐ ☐ ☐ ☐

TOOK 5-10 MINUTES TO MANAGE STRESS

☐ ☐ ☐ ☐ ☐ ☐ ☐

STAYED HYDRATED

☐ ☐ ☐ ☐ ☐ ☐ ☐

TOOK A BREAK TO BREATHE, WALK, OR REST

☐ ☐ ☐ ☐ ☐ ☐ ☐

If you're checking most of these consistently, you're moving in the right direction!

WHERE TO START:

- ✓ Identify 1–2 steps where you're struggling most and focus on those
- ✓ Build consistency before adding more

**SMALL IMPROVEMENTS IN
THE RIGHT AREAS CAN
SIGNIFICANTLY IMPACT
BELLY FAT OVER TIME.**

READY TO GO FURTHER?



YOU NOW HAVE THE FRAMEWORK... AND THAT'S A BIG DEAL!

Many **women** try unsuccessfully to lose stubborn belly fat only to blame themselves for not being “disciplined” enough to make it happen.

Now that you have the full picture, when you start addressing all four steps (training, nutrition, sleep, and stress) together, that's when things really start to shift.

That's exactly what we focus on inside IronStrong Collective:

Taking the guesswork out of the process so you can stop spinning your wheels and start seeing real progress. I'll help you:

- ★ **Build a training plan** that works with your hormones, not against them.
- ★ **Create a nutrition approach** that supports fat loss without obsessing over every bite.
- ★ **Develop daily habits** that address stress, sleep & recovery not just workouts.



READY TO TAKE YOUR NEXT STEPS?

This ebook isn't about doing one more challenge or finding another quick fix. It's about helping you build a lifestyle that supports the life you want to live.

My mission is to help women become stronger from the inside out—building healthy habits, confidence, resilience, and a body that allows them to say "yes" to every opportunity God places before them. Because when you feel strong physically, mentally, and spiritually, you show up differently for your family, your work, and your calling. I'd be honored to walk alongside you on that journey.

WAYS TO WORK WITH ME:

IronStrong Collective

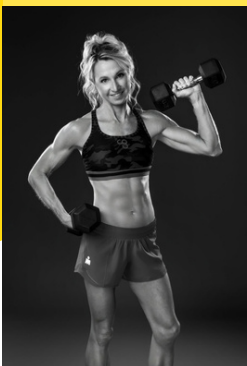
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Optimize Your Wellness

The wellness tools I personally use to support recovery, energy, hydration, sleep, and healthy aging alongside a strong nutrition and fitness foundation.

[LEARN MORE HERE](#)



Kate Wheeler

