

YOU'RE OVER FIFTY NOT EFFING DEAD

The FREEDOM System for
Women Over 50 Who Want to
Live, Look and Feel Better.

JILL GORDON

CNHP, MNLP, HHC

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You're Over 50 — Not Effing Dead

The FREEDOM System for Women Over 50 Who Want to Live, Look and Feel Better.

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Author photograph by Marie Papp Photography

Dedication

To my favorite people, the ones I have the privilege to call my family.

To Mike, my husband, best friend, and rock. Thank you for loving me through every late-night writing session and for your endless patience and support (even when I swore I'd be done "in five minutes").

To Rachel and Jennifer, my biggest cheerleaders (and toughest critics!). I thought I was supposed to be *your* teacher, but it turns out I'm the one learning from both of you every day.

To my mom, whom I get to speak with every morning (her "alarm clock"), you light up every room with your positivity and remind me daily that happiness is a choice.

To our family fur baby, Widley, who gives all of us an endless supply of love, joy, licks and cuddles.



Acknowledgments

To my brilliant, big-hearted gal pals, you know who you are. Thank you for sitting with me, sharing your unfiltered stories, and letting me step into your world as women over 50. Your honesty, humor, and hard-won wisdom didn't just shape these pages, they revealed both the unique perspectives we each bring *and* the beautiful similarities we share. You reminded me that midlife isn't something we navigate alone, but something we understand more deeply when we do it together, powered by great conversation and laughter that counts as cardio.

To my amazing clients, who have brought me so much joy over the years. Watching you reclaim your energy, confidence, and sparkle has been the best part of this journey. Your stories of rebirth, often sparked by simple shifts in food, mindset, or lifestyle, prove that freedom really is possible at any age.

To my sister, Susan. Thank you for bringing your sharp eye, steady guidance, and loving honesty to these pages. Your thoughtful edits and ability to catch what others missed helped pull this book together in a way only you could. I'm endlessly grateful for your time, your heart, and the care you poured into helping me shape this into something I'm so grateful to share.

A special thank you to my creative daughter, Jennifer. She crafted the perfect FREEDOM graphics that bring the spirit of this book to life and contributed her editorial mastery to make it flow more visually appealing with a plethora of other touches that elevate every page.

Deep gratitude to my sister-in-law, Jeri, for her keen eye, whose final editing sweep helped bring this book to the finish line.



A NOTE FROM JILL

Hi beautiful friend,

Before we dive in, I just want to say thank you for being here. Truly.

When I first sat down to write this book, I thought I was creating a roadmap for women over 50. But somewhere between the late-night edits, tea stains, and “aha” moments, I realized I was also writing it for *me*.

Every story, every tool, every chapter you’ll read has been tested in the real world, through my own detours, discoveries, and yes, plenty of do-overs. Some lessons were easy. Others were not so pretty. But every one of them taught me something invaluable: that our bodies and our minds are always trying to guide us home—if we just slow down long enough to listen.

I wrote this book to remind you (and me!) that it’s never too late to feel vibrant again. Your body hasn’t given up on you. It’s waiting for you to remember how powerful you are. Your mind hasn’t aged out, it’s craving new adventures, new habits, new possibilities.

So, wherever you are right now, maybe curled up on the couch, maybe in your favorite chair with that cup of tea (or yes, a well-deserved glass of wine...or tequila, no judgment here!), I want you to know you’re exactly where you need to be. You picked up this book for a reason. Something in you knows the best is yet to come.

Here’s to curiosity. Here’s to courage. Here’s to rediscovering yourself—messy, magnificent, and gloriously alive.

With love and laughter,
Jill

INTRODUCTION

I've always been fascinated by the brilliance of the human body. It's the most advanced computer ever created, self-healing, self-adjusting, and far more intelligent than any gadget we could dream up. My life's work has been about decoding that brilliance and reminding people how to work *with* their body instead of constantly trying to override it or patch it.

Because here's the truth, the path to real health isn't hidden in the next trending supplement or health tool (though I admit, I own quite a few!). It's found in the simple, time-tested habits of our grandparents and ancestors—eating real food, moving naturally, sleeping deeply, connecting with others, and trusting our body's built-in wisdom.

Think of your body like your home. Every day, you walk through the door and track in a little mud on your shoes. At first, it's barely noticeable. But over the years, that mud builds up. Tiny bits from the food we eat, the air we breathe, the stress we carry, even the thoughts we repeat. Slowly, the shine fades, the air feels heavier, and no matter how much we tidy up, something still feels off.

The tricky part? Most of us never realize we're still walking through the same muddy path on our way home. Once we notice where that mud is coming from, what we've been stepping through day after day, we can start to step around it. And when we do, the house begins to transform. The air lightens, the floors gleam again, and the space feels alive.

That's what happens when we stop overwhelming our bodies and give them a chance to catch up, clean up, and do what they were designed to do, heal. You don't have to scrub every corner overnight. Just start by noticing where the mud comes from. Awareness is the first step toward clearing the path back to yourself.

By the time we hit our 50s, that mud has usually piled up. Fatigue, brain fog, bloating, weird skin issues, weight gain. These aren't just "getting older." They're your body's polite (and sometimes not-so-polite) way of saying, "*Hey, I'm overloaded here. Help me out.*"

When we slow down and dig deeper (that's the "D" in the FREEDOM System, coming up!), we can find the root causes instead of just treating the surface symptoms. And the magic happens when your body finally gets the right fuel, rest, and care, it starts to repair itself. I've seen women in their 50s feel more alive than they did in their 30s. The sparkle comes back. The energy returns. The confidence shines through.

But there's another piece, and it's not in a bottle or on a plate. It's in your *mind*.

By midlife, most of us are running on autopilot, doing everything for everyone else, rarely pausing to ask, *What do I want?* We've been so busy "doing" that we've forgotten how to just *be*. After all, we are all human *beings*, not human *doings* (yes, that was the first mic-drop moment...).

And that's why mindset shifts are the first and last keys in the FREEDOM System. Because when you shift your thoughts, your body, and your whole life, begin to follow.

This book is my love letter to that process—the FREEDOM System. It's the collection of my lessons, experiments, stumbles, and small victories along the way. I've lived this journey, not just studied it. And let's just say the path wasn't straight, more like a GPS that kept "recalculating" with each unexpected turn teaching me something priceless.

In fact, there was *so much* more I wanted to share. I could have easily turned each chapter into its own book. But I wanted this to feel doable, not daunting.

My goal is to give you bite-size steps you can actually take, without getting lost in the weeds. You don't have to master it all at once. Just start wherever you are.

Take a deep breath, exhale the expectations, and join me as we dive into this next chapter of life over 50, vibrant, bold, and unapologetically alive.



Disclaimer

I am not a medical doctor. The information and experiences I share in this book are based on my education, research, and years of personal and professional experience as a health coach. This book is meant to inspire, educate, and empower you, but it is not intended to diagnose, treat, or replace professional medical advice. Always consult with your physician or qualified healthcare provider before starting any new health program, supplement, or lifestyle change.



Chapter 1

FREEDOM

Fifties, Shmifties.

Just numbers, right?

"You're only as young as you feel," they say. Like...whatever.

Let's cut through the Hallmark slogans for a hot second and get real.

You've probably noticed a few unexpected plot twists showing up lately like the belly pooch that arrived without asking and the chin hairs that seem to sprout faster than your brows. The sudden urge to rip off your shirt in mid-winter because your internal furnace is set to "lava." Or that fun little game of walking into a room and forgetting why you're there—again.

Maybe your joints talk back when you try to exercise, or your vision needs font sizes worthy of billboards. Maybe you've been Googling: *"How to sleep through the night without a 2 a.m. pee and a 3 a.m. hot flash."*

And those jowls? Where did they come from? It's like gravity took one look at your face and said, "Let's see what happens if we pull here."

Your laugh lines are no longer subtle. They're a little too...expressive. And when you put your hair in a ponytail, the elastic band suddenly wraps around twice as easily. Hmmm.

Let's not forget about the changes while being intimate. Let's just say what used to be a water slide now needs a little WD-40 and a note from the maintenance crew.

And then there's the stuff under the surface. Maybe you're juggling kids who still need you. And parents who now *really* need you. Or even the demands of your aging fur babies.

Maybe you feel the sting of empty-nest silence and wonder where you fit in now. Maybe your needs have been sitting quietly in the back seat for so long, they've started humming elevator music.

Or maybe...you're doing okay. You're relatively healthy. A little wiser. More grounded.

You know your body is not where it used to be despite doing the same things, but you're at peace with that.

You're more confident with a "No thanks, I'm good," and less of a "people-pleasing martyr." Maybe your BS detector is finally calibrated to perfection, and you actually trust it.

You speak your mind. You don't stress about what everyone thinks. But you *do* occasionally fantasize about retiring early, especially when your Gen Z coworkers take two hours for lunch and leave you holding the rest of the project.

You've experienced the good, the bad, and even the ugly. And life feels too short to get caught up in the nonsense. Still, you can't help but chuckle (or sigh) that your *greatest* morning joy is...a solid bowel movement.

And yet, even with all that self-assurance, experience, and perspective, there's still this quiet tug.

A whisper that says: "I want to feel lighter. Brighter. Stronger." Not just to get through midlife. But to *effing thrive* in it.

If that resonates, welcome. This book is for you.

What this book isn't: This isn't a lecture. This isn't a 900-step wellness overhaul. This isn't about chasing youth or perfection.

This book *is* your permission slip to feel better, look better, and live better.

On your terms.

Using the **FREEDOM System** I created, I'll show you simple, science-and-experience-backed, real-world strategies to help you reclaim your energy, confidence, and clarity, without the overwhelm, the fads, or judgment.

This is not a quick fix.

This is a **continuous process**, one that will evolve as *you* evolve. As you go through this book, you'll learn to tune into your body and listen to its subtle (and sometimes not-so-subtle) messages. You'll recognize what **you** really need, not what the internet says, not what your friends swear by, but *what works for you*.

And I promise you, you will learn so much about yourself in this process. You will reconnect with your own inner wisdom. And you will see how capable, powerful, and wise you truly are.

This isn't about becoming someone else. It's about coming home to yourself.

Why I Created the FREEDOM System

When I turned fifty, I expected to sail into this next chapter like a wellness rock star.

I was already eating clean, and I had the experience of helping so many women eliminate menopause symptoms naturally. I had energy, clarity, confidence... until I didn't.

Cue:

- ✓ Weight gain
- ✓ Night sweats
- ✓ Late-night Costco-sized snacking sessions (yes, even when the snacks were “Jill the Health Coach Approved.” And yeah, that would be me
- ✓ Imposter syndrome that whispered, “You’re supposed to have this figured out”

I’ll get back to that shortly.

What you’ll find on these pages is a simple, doable framework I call the FREEDOM System. It comprises easy-to-follow steps, mindset shifts, and body-loving strategies that can help you feel lighter, clearer, and more in control, often with just a few slight changes.

Most of it is free. Most of it doesn’t take long. And all of it helps you finally put yourself back on your own priority list, without guilt, without overwhelm, and with no need to overhaul your entire life.

And here’s the truth I need you to really hear: Again, this is not a one-time reset. It’s a continuous, ever-unfolding process.

And I promise you, as you move through this journey, you’ll see your life, and your body, through a completely new lens. You’ll learn to

listen to yourself in a way that feels both comforting and wildly empowering.

And when that happens, everything shifts. You'll uncover what you *really* need, and how to get there, in a way that feels sustainable and deeply aligned with who you are now.

I know this because I've lived it.

Not before I became a health coach, *while* I was one.

It was the spring of 2019, and I was actively coaching women through their health transformations, guiding them to eat clean, balance their hormones, and eliminate symptoms like night sweats, mood swings, and weight gain. With proven tools and firsthand experience, I became the example they could follow. As Jill the Health Coach, I had already helped more than a thousand women, fully believing in and practicing every word I taught.

But then, during the last stretch of working on one of my signature programs, one that helped women release weight and feel more in control, I started slipping.

Late nights at the computer turned into late-night snacking to "keep me awake." Not mindless junk, but the very foods I labeled "Jill the Health Coach approved." Still, when you're working past midnight and blowing through Costco-sized bags of anything, even clean snacks, the weight creeps on.

Within two months, I had gained ten pounds. My clothes were tighter. I was wearing the (thankfully in-style!) flowy baby doll shirt so you couldn't see my belly bulge. My face looked puffier. The brain fog rolled in. And the night sweats, the ones I swore I had conquered, came back.

And I felt ashamed.

Deeply.

How could I guide others when I was struggling myself? How could I show up on camera, teach a webinar, or post a “clean eating” tip when I was so embarrassed of what I looked like?

I felt like I was a fraud. Like I was betraying the very women I was trying to help.

The impostor syndrome was real. And it was heavy.

But here's the thing I learned, and the thing I want you to know, too:

Sometimes we don't need a brand-new plan. We just need to return to what already works.

I didn't need a dramatic overhaul. I just needed to get back to doing what I already knew. To follow the same principles I had taught so many others, with compassion, not judgment.

And when I did? The shift was immediate.

I'll tell you what I did and how simple it was in Chapter 4, the first “E” in FREEDOM, Eat Real Food. That's where we dive into real food, real strategies, and how I reclaimed not only my energy and confidence, but also my credibility and peace of mind.

But we'll get to that.

And of course it worked. Even after I got back to my earlier weight using my tools and program, I learned an important lesson. It's okay not to be perfect all the time. Even when being the teacher.

The truth is that my experience helped me have even better relationships with my clients. I have walked in their shoes and now focus even more on simply taking any type of action while never

seeking perfection (is there even such a thing that so many of us seem to chase?).

A few years later, I realized the journey wasn't just about getting back to my original weight. Some heaviness still lingered, both emotional and physical. Brain fog crept in. Low-key anxiety whispered that I might not finish what I had started (including this book!). Fear surfaced that I wouldn't make my daughters proud, that I might slip into a version of myself that felt like I was hiding the real me.

So, I did what I've always done: Researched, tested, and created a plan.

And *that* plan became the FREEDOM System.

It's not just a catchy acronym (though it is). It's a lifestyle framework that not only has changed my life, but also the lives of the over 1,000 women I've worked with over the past decade.

Because freedom is what I was craving. Freedom to feel more alive and look and live just...better.

Again, it's not about being perfect. I *still* forget things. I still have days when I want to hide under a blanket instead of working or even going for a walk.

But this system works. It gives you a tool. It gives you choices.

Each part builds on the others. And while you don't have to do them all to a tee (spoiler alert: no one does), even just focusing on one area can create a ripple effect that changes everything.

It also helps give a sense of control, something most of us crave at this age more than anything.

For you, if you are struggling, just know this: You are not broken. You are not failing. You are simply being called to rise into the next version of yourself. This time, you're doing it with tools, not guilt. With grace, not shame. With awareness, not overwhelm.

As you implement even one or two elements, your body, brain, and spirit will shift. You'll start listening to what you need, not what society says you *should* want. You'll build trust in your own intuition again.

And that's powerful.

When you're running on freedom, not fatigue, you show up for your life in a whole new way.

It's time for you to put on your oxygen mask first.

Are you ready?

Let's go.

Let's dive into **The FREEDOM System** together.



The FREEDOM System

Each letter in FREEDOM represents a pillar that helps you feel lighter, clearer, stronger, and more *you*.

F—Find What You Want Before you can go after anything, get clear on what you're really after. Not what you think you *should* want. Not what someone else says you *need*. This is about tuning into what *you* desire, in your body, in your relationships, in your daily life. When you define it clearly, your brain works like a GPS, guiding you there, step by step.

R—Rest, Relax, Release Yes, sleep is key and matters. But this chapter also goes beyond sleep and dives into what it *actually* means to rest, physically, emotionally, and mentally. It's about dropping the pressure, loosening your grip, and learning to let go of what you can't control. When you do that, your body heals, and your energy returns. Think of this as the exhale you've been holding back.

E—Eat Real Food This is where we fuel your body with what it was *meant* to run on, simple, nourishing, delicious food that supports your hormones, tames your cravings, and gives you that steady energy you've been chasing. Real food isn't punishment. It's a pleasure with a purpose. And I'll show you how to make it easier than you think. I'll also share the tools I used to get myself back on track when I felt like I'd lost my way.

E—Engage in Community You aren't meant to do this alone. Surround yourself with people who get you, your girlfriends, your spouse, your sister or sister-in-law, and your neighbor who brings wine on Wednesdays. Community isn't just about groups; it's about genuine connection. Sometimes that means a heart-to-heart with your partner, a walk with a friend, or a group chat that makes you *laugh out loud*. Family, friends, and chosen sisters—all of it counts. When we feel supported, we thrive. And when women support each other? That's when the real magic begins.

D—Dig Deeper Sometimes what's going on isn't just about hormones or age, it's about something hidden beneath the surface. In this chapter, we'll talk about how to uncover the actual root causes of symptoms like brain fog, weight gain, fatigue, bloating, or anxiety. Often, it's not what you expect. But when you find the source, the solution gets so much easier.

O—Own It This is where you take your power back. You've defined what you want. You've started making changes. Now it's time to stand and *act*. No more apologizing. No more waiting for someone else to say go. Maybe it will take you out of your comfort zone. This is about stepping fully into your identity and making decisions that reflect the woman you are now, not the version of you from ten to twenty years ago.

M—Mindset This one is a game-changer. Because no matter how many green smoothies you drink or supplements you take, if your thoughts stay stuck in fear, guilt, or limitation, your life will too. In the final chapter, we'll talk about how to shift your mindset in simple ways that create massive change. This is where you rewrite the internal stories that have been holding you back and start seeing what's possible instead.

Each piece of this framework works together like a gentle reset, not to fix you, but to bring you back to the version of you that feels most free, most vibrant, and most aligned with the woman you were always meant to be.

Throughout each chapter, you'll find real-life tips, tricks, and tools that are easy to slip into your day. No special equipment, fancy retreats, or chanting under the moonlight required. And the best part? Most of them won't even cost you a cent (because freedom shouldn't cost a fortune).

These are the same tools I use, most of them daily. And they've helped me create more energy, clarity, and confidence (without losing my mind or giving up chocolate).

And because I love spoiling you, I've also put together a bunch of free downloadable PDFs and quick YouTube videos to go along with the book. They're like your personal toolbox...but prettier and way less dusty.

Grab them anytime at:

<https://jillthehealthcoach.com/free-book-resources/>

But where do we really begin?

Start with one question most of us haven't asked in years, or haven't dared to answer honestly.

What do *you* want?

- Not what your partner wants
- Not what your kids need
- Not what your doctor suggested, your friend is doing, or the internet is shouting about

What do you really want—in your body, in your energy, in your life?

Once you're clear on that, the path forward gets a lot easier.

In the next chapter, we start with the F in FREEDOM, Find What You Want. We're going to find out what's buried under the noise, the guilt, and the daily to-dos. And together, we'll uncover the vision that's been waiting for your attention.

Ready to find what you really want? Let's unlock that FREEDOM now.

Because you're over 50. Not effing dead.



Ready for More?

If Chapter 1 got you thinking about what's possible, we're just getting started.

Discover the complete FREEDOM System and learn how to live, look and feel better after 50.

You've taken the first step. Now keep going.

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