

A collection of bright yellow, pom-pom-like flowers with green stems and leaves, scattered across the white background. The flowers are the central visual element of the cover.

LM MAGAZINE

BINDER

**Building Your  
Personal Brand  
After 40**

# INSTRUCTIONS

## PLAN A

1. Choose the cover for your Binder
2. Choose the Binder pages relevant to you
3. Print the Cover and Binder pages you chose (or all)
4. Punch holes and file in Binder
5. Start your month using the trackers and all the resources in the Binder

OR

## PLAN B

Download the pdf files and open them in GoodNotes or Adobe Reader (free) and use it as a digital Binder/Planner!

6. Your journey starts now! Enjoy!

# LM BINDER



unlock your full potential

[www.lifemasterymagazine.com](http://www.lifemasterymagazine.com)

# LM BINDER



unlock your full potential

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**BINDE** 

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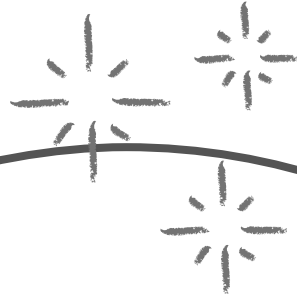
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# WELCOME!!!

## Your Life Mastery Binder!

I'm thrilled to introduce you to your Life Mastery Binder - the tool to empower you to unlock your full potential. Throughout your journey, you will get thoughtfully curated resources that inspire positive change and transformation in your life.

These printable resources will help you start building your own transformational binder. Get ready to embark on a journey of personal growth and self-discovery with the LM Binder by your side.



# Building Your Personal Brand After 40

2026

LM  
Magazine

# MARCH 2026

MON	TUE	WED	THU	FRI	SAT	SUN
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

THIS YEAR *is mine*

# Daily Self-Care

DATE : \_\_\_\_\_

M T W T F S S

## C H E C K L I S T

- |                                                           |                                                      |
|-----------------------------------------------------------|------------------------------------------------------|
| <input type="checkbox"/> MAKE YOUR BED                    | <input type="checkbox"/> TAKE A LONG BATH            |
| <input type="checkbox"/> TAKE YOUR MEDICATIONS & VITAMINS | <input type="checkbox"/> DO A FACE MASK              |
| <input type="checkbox"/> SKINCARE ROUTINE                 | <input type="checkbox"/> CALL A FRIEND OR FAMILY     |
| <input type="checkbox"/> HEALTHY MEALS                    | <input type="checkbox"/> MEDITATION                  |
| <input type="checkbox"/> GO FOR A WALK                    | <input type="checkbox"/> WATCH A MOVIE               |
| <input type="checkbox"/> CLEANING HOUSE                   | <input type="checkbox"/> CUDDLE A PET OR HUMAN       |
| <input type="checkbox"/> WASHING CLOTHES                  | <input type="checkbox"/> TRY A NEW RESTAURANT        |
| <input type="checkbox"/> LISTEN TO MUSIC                  | <input type="checkbox"/> MAKE TIME TO READ           |
| <input type="checkbox"/> HAVE A POWER NAP                 | <input type="checkbox"/> TRY A NEW RECIPE            |
| <input type="checkbox"/> SOCIAL MEDIA BREAK               | <input type="checkbox"/> NO PHONE 30 MINS BEFORE BED |

### WORKOUT

- |                                  |                                   |                                |
|----------------------------------|-----------------------------------|--------------------------------|
| <input type="checkbox"/> CARDIO  | <input type="checkbox"/> WEIGHT   | <input type="checkbox"/> YOGA  |
| <input type="checkbox"/> STRETCH | <input type="checkbox"/> REST DAY | <input type="checkbox"/> OTHER |

### HOURS OF SLEEP (Hours)

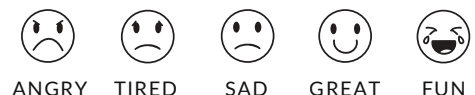


### THINGS THAT MADE ME HAPPY TODAY

### HYDRATION (Glass)



### MOOD



# Daily Wellness

TODAY I FEEL

DATE : \_\_\_\_\_

M T W T F S S

TODAY'S AFFIRMATION

TODAY'S MANTRA

TODAY I'M PROUD OF

WEATHER



NOTES

TODAY'S GOAL

TOMORROW'S PLAN

# Habit Tracker

## March

#	HABIT	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
1																																
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### Notes

Four horizontal lines for writing notes, contained within a light beige rounded rectangular box.

# Vitamin Tracker

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Week of \_\_\_\_\_

VITAMINS	m	t	w	t	f	s	s
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●

Week of \_\_\_\_\_

VITAMINS	m	t	w	t	f	s	s
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●

Week of \_\_\_\_\_

VITAMINS	m	t	w	t	f	s	s
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●

Week of \_\_\_\_\_

VITAMINS	m	t	w	t	f	s	s
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●

Week of \_\_\_\_\_

VITAMINS	m	t	w	t	f	s	s
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●
_____	●	●	●	●	●	●	●

Notes

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\_\_\_\_\_

\_\_\_\_\_

# 30 Day

## CHALLENGE TRACKER

SUN

MON

TUE

WED

THU

FRI

SAT


PICK ONE... OR SIX! OR CHOOSE YOUR OWN!



WORKOUT



WALK IN NATURE



HOBBY



JOURNAL



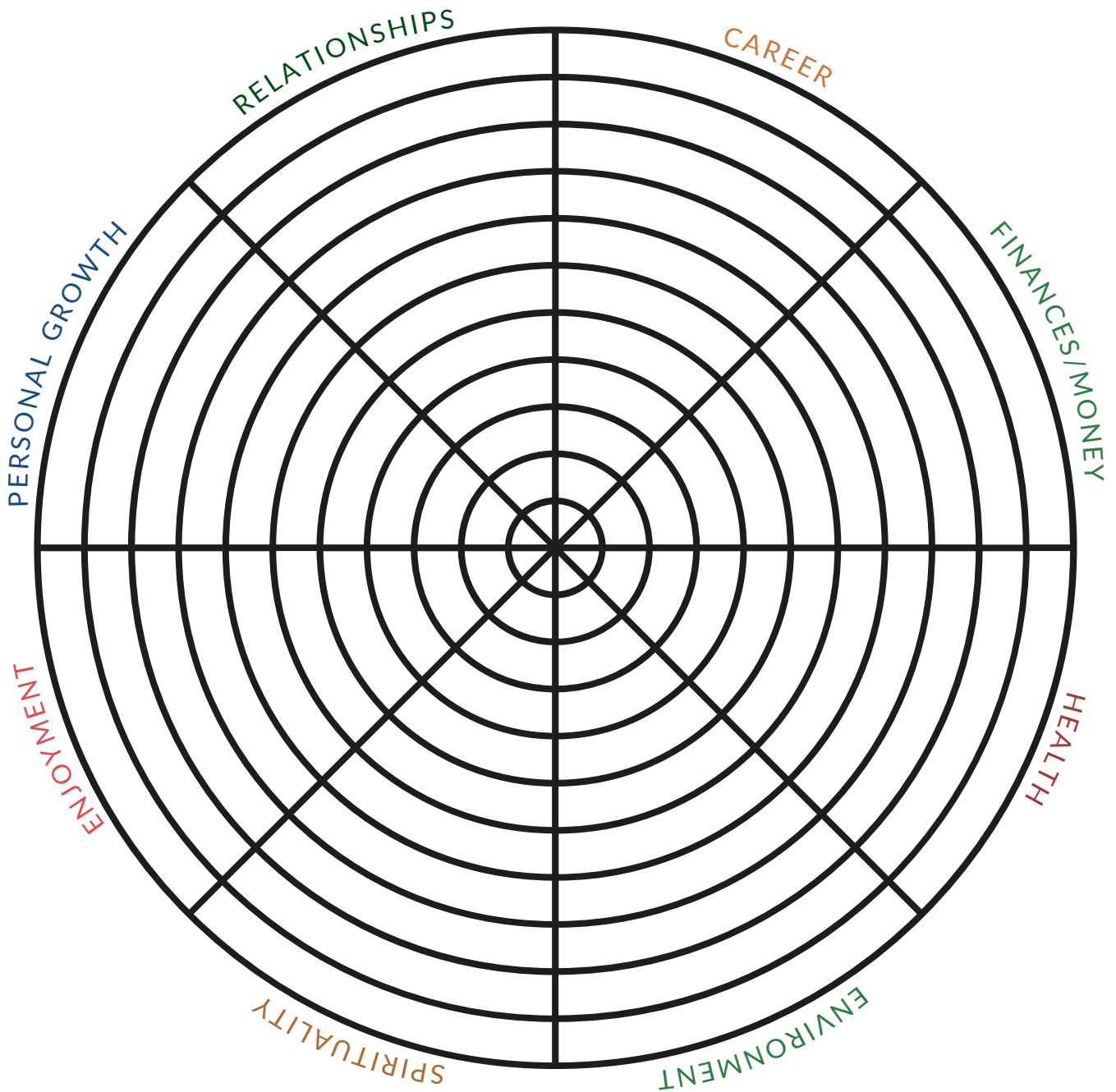
SLEEP MORE



HEALTHY FOOD

# WHEEL OF LIFE®

*Building Your Personal Brand*



Consider how satisfied you are in each area on a scale from 1 (very dissatisfied - inner circle) to 10 (fully satisfied - outer circle). Place a dot in the middle of the corresponding line on the wheel to note your score.

If you need help completing your Wheel of Life, you can find it in the section - **More Resources** of this Life Mastery Binder.

# CREATE YOUR OWN VERSION OF “WHEEL OF LIFE” WITH THESE:

## How to Use It

1. Use the wheel on the next page.
2. Label each wedge with one of the categories above.
3. Score yourself from 1 (low) to 10 (high) in each area based on how well you're caring for yourself there.
4. Shade in the sections to create your “wheel.”

👉 The goal isn't to have a perfect 10 everywhere — it's to notice where you might be running on empty and choose one gentle action to restore balance.

# Affirmations

## Spiritual Growth & Practices

Affirmations are positive statements that can help you challenge and overcome self-sabotaging and negative thoughts. When you repeat them often and believe in them, you can start to make positive changes. Using affirmations can help you shift your mindset in all areas.

My voice matters, even if it shakes sometimes.

I can learn new skills at any age.

I trust myself more than I used to, and that is progress.

I build something meaningful without burning myself out.

The right people will resonate with my honesty.

This season of my life is not an ending. It is an expansion.



# Self-Care GOALS

1

2

3

4

5

6

7

8

# Monthly Goals

1

2

3

4

5


6

7


8

# Journaling Prompts


## Spiritual Growth & Practices




What have I learned in the last ten years that I wish I had known earlier?




What kind of conversations light me up instead of drain me?



If my personal brand reflected my true values instead of my fears, what would shift?



How do I want other women to feel when they hear me speak or read my words?



What do I no longer want to prove?



# My Word This Month Is

How I see myself implementing my word  
across the different areas of my life:

My Business

Finances

Health

Home

Inner Growth

Family

Lifestyle

Relationships

Spiritual

# Healthy Me recipe



NAME OF DISH  
*Creamy Watercress Soup with Golden Croutons*

CATEGORY  
*Soup*

PREP TIME  
*10 min*

COOK TIME  
*30 min*

## INGREDIENTS

- *1 tablespoon olive oil*
- *1 small onion, finely chopped*
- *1 medium potato, peeled and diced*
- *1 litre vegetable broth*
- *120-150g fresh watercress (washed, thick stems trimmed)*
- *2 tablespoons cream or crème fraîche (optional, for softness)*
- *Sea salt and black pepper to taste*

### For the croutons

- *2 slices day-old bread, cut into cubes*
- *1 tablespoon olive oil*
- *Pinch of sea salt*
- *Optional: garlic powder or dried thyme*



## INSTRUCTIONS

- *Heat olive oil in a medium pot over gentle heat. Add the onion and cook slowly for 5-7 minutes until soft and translucent. No browning. We want sweetness, not sharpness.*
- *Add the diced potato and vegetable broth. Bring to a gentle boil, then reduce to a simmer. Cook for 12-15 minutes until the potato is tender.*
- *Stir in the watercress and cook for just 2-3 minutes. It wilts quickly and keeps its beautiful green colour if you don't overcook it.*
- *Blend until smooth using an immersion blender or standard blender. Stir in cream if using. Season with salt and pepper.*
- *For the croutons, toss the bread cubes with olive oil, salt, and any optional herbs. Spread on a baking tray and bake at 180°C (350°F) for 8-10 minutes until golden and crisp.*
- *Ladle soup into bowls and top with croutons. Add a small dollop of crème fraîche or a spoon of crème fraîche if you like.*

# Recipe card



DIFFICULTY

NAME OF DISH  
*Creamy Watercress Soup with Golden Croutons*

CATEGORY  
*Soup*

PREP TIME  
*10 min*

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# I Am Releasing

Let it go

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Let it go

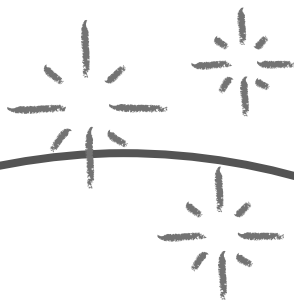
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Let it go

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# Your Challenges

2026

Life Mastery  
Magazine

PERSONAL  
BRAND

# CHALLENGE

## THE 21-DAY VISIBILITY RESET



# CHALLENGE

## THE 21-DAY VISIBILITY RESET

If building your personal brand feels overwhelming, you are not alone.

Many midlife women don't struggle with talent. They struggle with focus. With consistency. With the quiet voice that says, "Who am I to put myself out there now?"

This challenge is not about becoming louder. It's about becoming clearer.

For 21 days, you will take one small, intentional step each day toward visibility. Nothing dramatic, nothing exhausting, just steady momentum.

Because clarity does not come from thinking about it for another year. It comes from moving, gently and consistently.

You do not need perfection. You need practice.

### **How It Works**

- 10-15 minutes a day
- One simple action
- No catching up if you miss a day
- No pressure to "go viral"
- Just showing up

You are rebuilding presence, not performing.

# CHALLENGE

## THE 21-DAY VISIBILITY RESET

### WEEK 1: DECIDE

#### **What Do You Stand For?**

**This week is about clarity.**

Day 1: Write down three topics you care deeply about.

Day 2: Circle the one that feels most energising right now.

Day 3: Write one paragraph about why this topic matters to you.

Day 4: Update your bio to reflect this focus.

Day 5: Share one post explaining why this topic matters.

Day 6: Comment thoughtfully on three posts related to this topic.

Day 7: Reflect – How did it feel to speak up?





# CHALLENGE

## THE 21-DAY VISIBILITY RESET

### WEEK 2: DEFINE

#### **Refine Your Message**

**This week is about simplicity.**

Day 8: Write one sentence describing who you help.

Day 9: Write one sentence describing the problem you care about.

Day 10: Combine those into a clear message.

Day 11: Remove one thing from your online presence that feels scattered.

Day 12: Share a personal story connected to your message.

Day 13: Reach out to one woman whose work aligns with yours.

Day 14: Reflect – What feels clearer than it did last week?





# CHALLENGE

## THE 21-DAY VISIBILITY RESET

### WEEK 3: DO

### **Show Up Consistently**

**This week is about momentum.**

Day 15: Share a practical tip related to your message.

Day 16: Share a lesson you learned the hard way.

Day 17: Record a short video or voice note, even if you don't post it.

Day 18: Re-share or repurpose an older piece of content.

Day 19: Ask your audience one thoughtful question.

Day 20: Review your bio and message again — simplify it further.

Day 21: Reflect — What have you proven to yourself in 21 days?





# CHALLENGE

## THE 21-DAY VISIBILITY RESET

This challenge is not about building a massive audience in three weeks.

It is about rebuilding your confidence.

It is about reminding yourself that you can focus. You can be consistent. You can show up – even if you feel unsure.

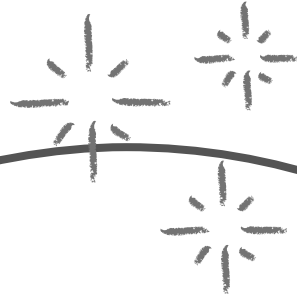
If you've completed this challenge, notice something important: You already began building momentum.

Imagine what 12 intentional weeks could create.









# More Resources

2026

Life Mastery  
Magazine

PERSONAL  
BRAND

# Healthy me

RECIPE CARD

○ ○ ○ ○ ○  
DIFFICULTY

NAME OF DISH

CATEGORY

PREP TIME

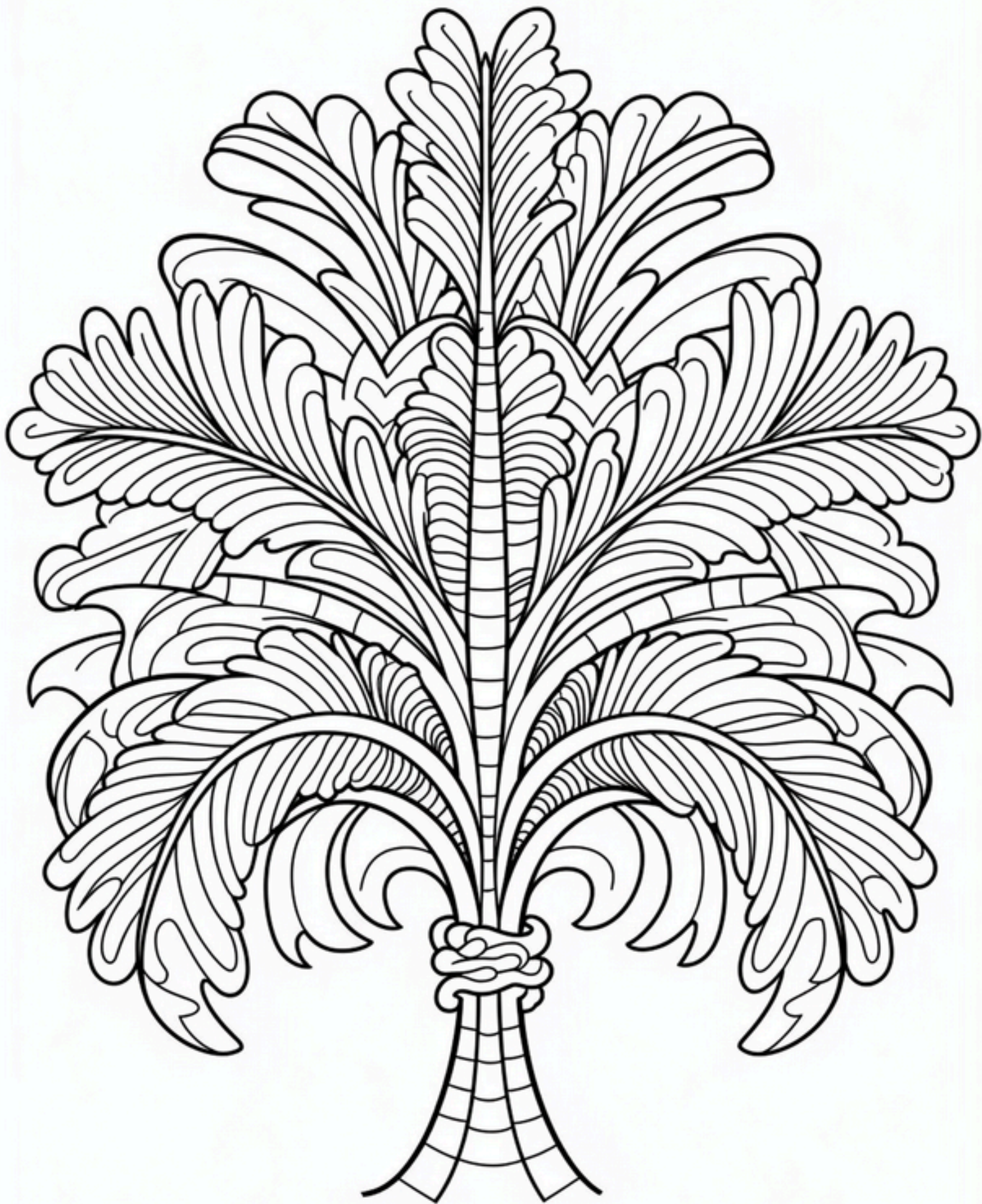
COOK TIME

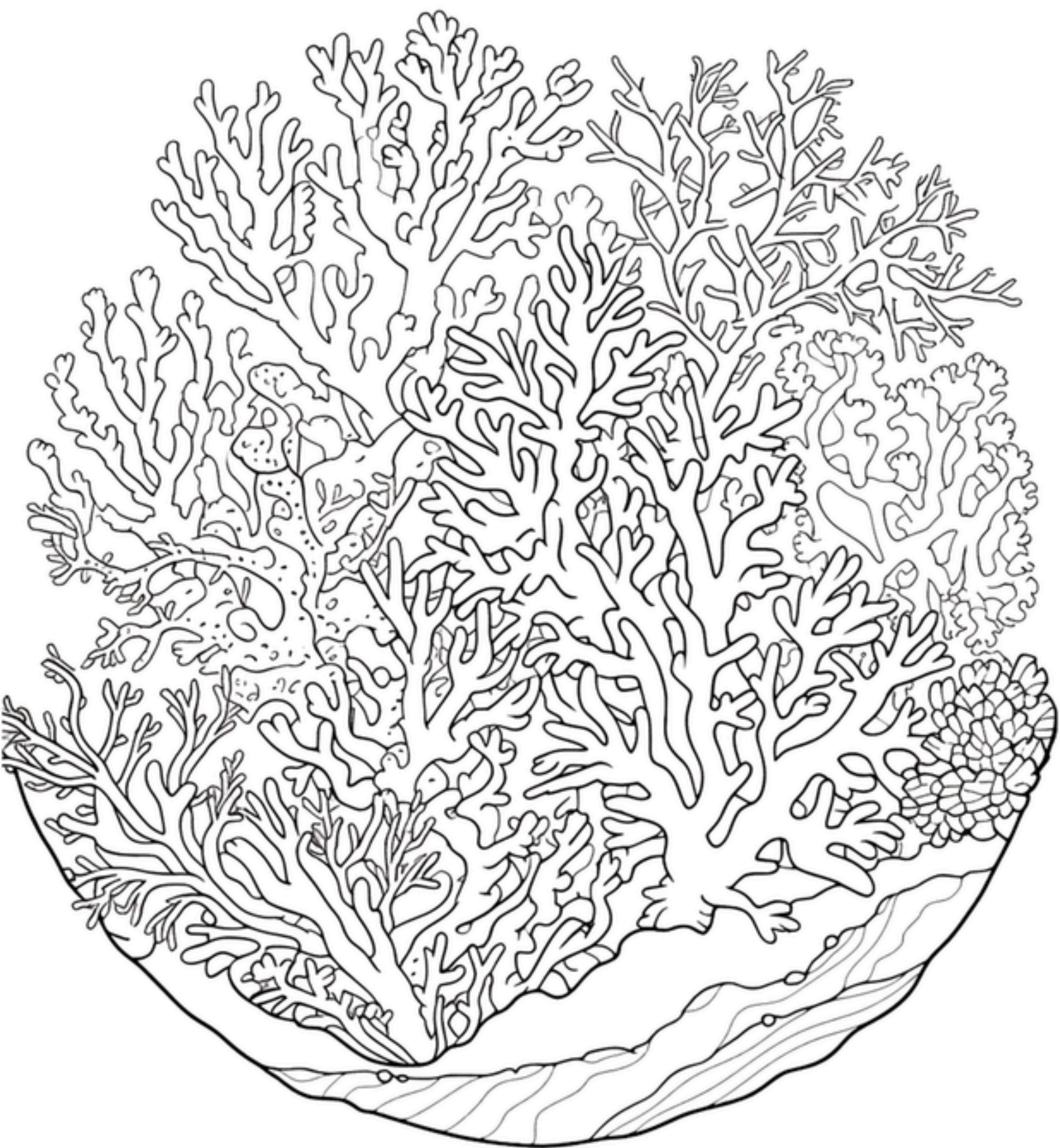
INGREDIENTS

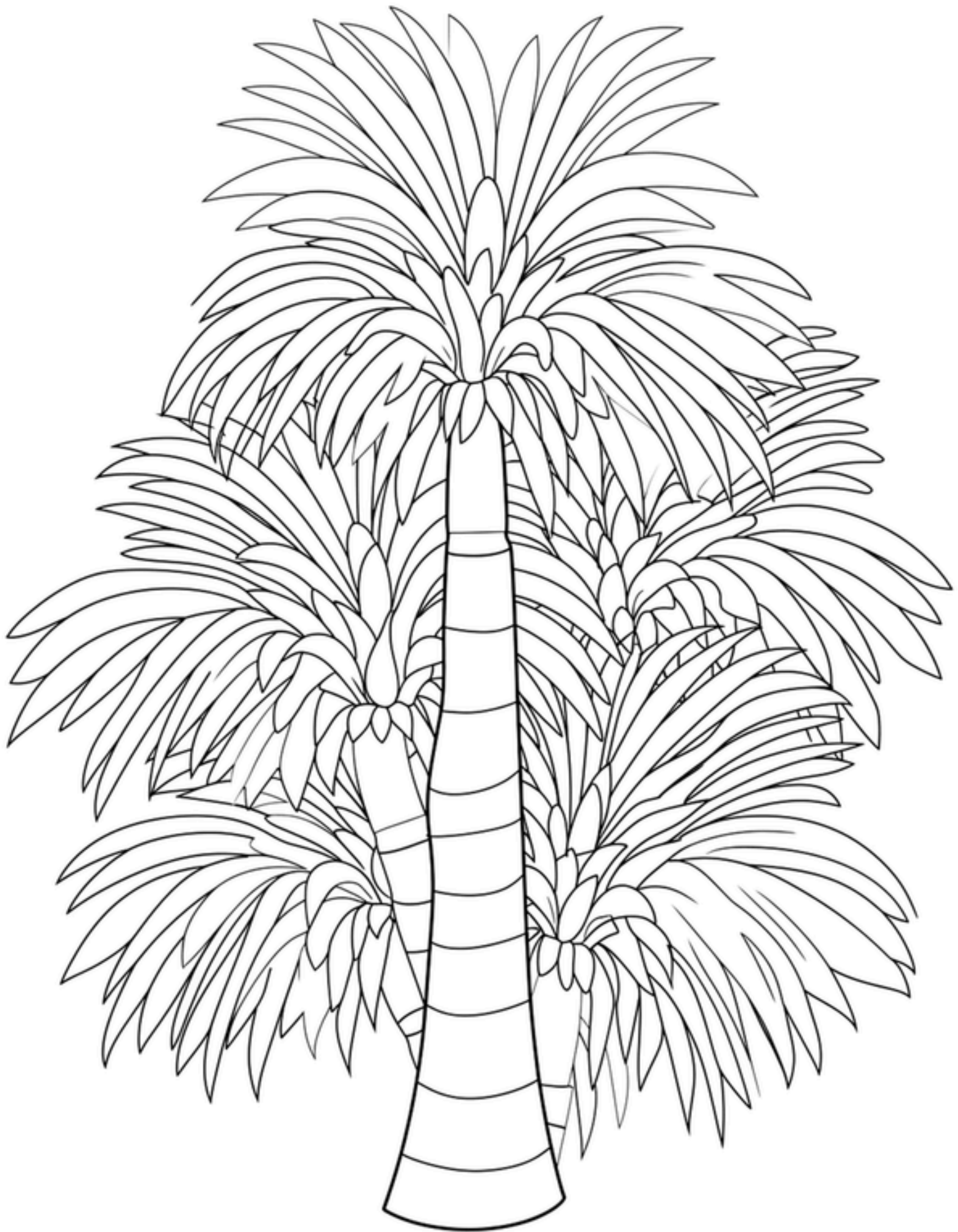
INSTRUCTIONS

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notes







# What Are Affirmations?

Affirmations are positive statements that are repeated to oneself with the intention of instilling a particular belief or mindset. They are often used as a tool for self-improvement and personal development. Affirmations work by influencing the subconscious mind, helping to challenge and reframe negative or limiting beliefs that may be holding an individual back.

## How to Use Affirmations:

1. Repetition: Affirmations are repeated regularly, either silently or aloud. This repetition helps to reinforce the message and gradually replace negative thoughts with positive ones.
2. Belief reinforcement: Affirmations are most effective when they align with the individual's goals and values. By consistently repeating positive statements, individuals can strengthen their belief in themselves and their ability to achieve their goals.
3. Subconscious influence: Affirmations work by influencing the subconscious mind. The subconscious mind is believed to be more receptive to positive suggestions, especially when they are repeated frequently and with conviction.

## Benefits of Using Affirmations:

1. Positive mindset: Affirmations help to cultivate a positive mindset by focusing on strengths, possibilities, and potential rather than dwelling on limitations or failures.
2. Increased self-confidence: Regularly affirming positive statements can boost self-confidence and self-esteem, helping individuals to overcome self-doubt and insecurity.
3. Motivation and goal achievement: Affirmations can provide motivation and encouragement, helping individuals to stay focused on their goals and persevere through challenges.
4. Stress reduction: Positive affirmations can help to reduce stress and anxiety by promoting feelings of calmness, optimism, and resilience.
5. Improved relationships: Affirmations can also be used to improve relationships by promoting empathy, understanding, and forgiveness.

Overall, affirmations can be a powerful tool for personal growth and self-improvement when used consistently and with intention. However, it's important to note that while affirmations can be beneficial, they are not a substitute for action or addressing underlying issues that may be contributing to negative thought patterns.







# What Is Journaling?

Journaling is all about jotting down your thoughts, reflections, and experiences in a diary or journal. It can be as simple as free-flow writing or using prompts for self-discovery.

The benefits of journaling are pretty awesome and can really boost your mental, emotional, and physical well-being. A few of those benefits are listed below.

- Stress Reduction: Journaling provides a safe outlet for expressing emotions and processing stressful experiences. By putting thoughts and feelings onto paper, individuals can release tension and gain perspective, leading to reduced feelings of anxiety and overwhelm.
- Clarity and Self-Reflection: Writing down thoughts and feelings can bring clarity to complex emotions and situations. Journaling allows individuals to explore their innermost thoughts, leading to greater self-awareness, understanding, and insight into their own behavior and motivations.
- Emotional Healing and Processing: Reflective journaling enables individuals to work through past traumas or difficult experiences. By putting experiences into words, individuals can validate their emotions, gain closure, and promote emotional healing and growth.
- Goal Setting and Achievement: Journaling can help individuals clarify their goals, set intentions, and track their progress over time. By regularly writing down goals, action plans, and milestones, individuals can stay focused, motivated, and accountable, increasing their likelihood of success.
- Improved Mental Health and Well-being: Regular journaling has been linked to improved mood, increased self-esteem, and reduced symptoms of depression and anxiety. By engaging in self-expression and self-reflection, individuals can boost their overall mental health and well-being, leading to a greater sense of fulfillment and life satisfaction.





