



WELCOME TO

# FORM⚡DABLE

*Over Forty*

*“A Powerful, Punchy and Positive Mindset Reset”*

*6 Weeks of Empowering Life & Business Coaching for Women in Business hosted by a Woman in Business*

*Sarah Pittendrigh*  
Personal & Business Breakthrough Coach

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# Welcome to FORMIDABLE OVER FORTY

As a fellow Female Founder, Entrepreneur of multiple Lifestyle Businesses and a Board Director while regularly juggling home and business life, I have often felt isolated and in need of a likeminded entrepreneur to brainstorm with and challenge my thinking. It can be a lonely place being a woman in business, we spend our days supporting others, but who checks in on us?

When did you last put your needs first? When did you last invest in your future, your own personal development?

Over the years in my coaching business I have found that 90% of my clients are Women Business Owners in their forties and all expressing the same feelings:-

- They felt at a cross-roads in life and business.
- They felt isolated with no likeminded female support to turn to.
- They were feeling jaded after years of giving all to their family and business, being the “strong one”.
  - Their creativity had been sapped through firefighting at both home and work
  - They were questioning their why?
- They needed support from someone who would understand them and their needs.
  - They wanted to create a positive and meaningful action plan for their future.

On this note, I have created a specialist Coaching Programme dedicated to Business Women just like you - “Formidable Over Forty”

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# SO WHAT IS THE COACHING PROGRAMME?

*A powerful programme that will see your mindset shift.*  
Challenges will become opportunities. You will learn to enjoy the journey instead of just focussing on the end result. You will learn how to reward yourself without feeling guilty. You will explore ways to improve your distribution of time, to reclaim some back for yourself.

**This is your opportunity to create a life you love.**

*2 hours of motivational and inspiring 1 to 1 coaching*  
per week over video call with a Mum, Multi Award Winning Entrepreneur, Female Founder and Board Director. I have a bold and no bullshit approach, so please do not be offended!

*Together we will be working through my bespoke 4 module Inspirational Programme Guide,*  
filled with thought provoking questions that will encourage you to think deeply and challenge your own thoughts. I will also challenge you through brainstorming, to help you identify the positive changes you would like to make, for example reclaiming back your time, your own personal development and ways you would like to put you and your business back on to a positive and meaningful path.

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# MY COACHING METHOD

*I have my own unique coaching method.*

Using the strategy that I created when building my multi award winning businesses, (I founded [www.simplybowsandchaircovers.co.uk](http://www.simplybowsandchaircovers.co.uk) whilst bankrupt on income support as a single mother). It now proudly boasts 10 UK offices and was awarded “Britains Most Promising Business” by the British Chamber of Commerce 3 years after start-up.

Following on 5 years later, my husband and I turned his redundant family farm into a multi-million pound portfolio of stunning Barn Style Family Homes.

I turned the method on me when I found myself questioning my future at 49, I felt lost after powering through life trying to keep my head above water in my professional life, whilst also supporting my family.

The method worked as well on me as it did my businesses. I have to say, I did not always like some of the questions it raised, but I knew that I had to go through some discomfort to move on. I am now stronger than I have ever been and very much in control, with a clear plan for my future and businesses. My mission is to share this powerful tool with you, so you can move forward on to a more purposeful and meaningful path.

**I have named my coaching model “THE “I CAN” METHOD”, simply because I was sick of telling myself “I Can’t”!**

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# THE "I Can" COACHING METHOD

THE "I Can" METHOD has 4 Pillars that aim to:

<p><b>IGNITE</b></p> <p>Identify and understand your blocks and feelings.</p> <p>Re-ignite your creativity, your motivation and aid your decision making.</p>	<p><b>CLARIFY</b></p> <p>Where you are now? Why? Where you want to be? and by When?</p>
<p><b>ACTION</b></p> <p>To create meaningful action plan. We can't buy time and it is incredibly precious, so this method is made up of small achievable time saving goals or projects that can fit around your schedule, all intrinsically linked to the end goal you most desire.</p>	<p><b>NURTURE</b></p> <p>A plan for both you and your business, where you will commit to taking care of both of you, little tips and tricks that will make all of the difference, to ensure you stay on track with your goals.</p>

## Your Power Boost – Flexible Mentoring Support

Post programme, if you wish to retain me for flexible extended mentoring support, I offer you a monthly Power Boost, which includes 2 coaching sessions per month with me over video call to brainstorm, carry out progress checks on your action plan, however you wish to use the time. Each session is 1½ hours in duration and in addition you have the added bonus of email access to me throughout the month.

## Your Accountability Review

The accountability review is an additional 2 hour session with me over video call, 6 months post programme completion, to review how you are feeling and progressing through your action plan and to offer additional support and advice where you feel you may need it.

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# TESTIMONIALS

I follow Sarah's business page on social media and when she released her new The I CAN method I jumped at the chance to use it. I love trying to better myself and set goals and this looked like it was going to help a lot- especially with everything changing so much in recent months. Needless to say it did not disappoint. It is very refreshing to put pen to paper and look at things in black and white in front of you. This method has personally helped me so much with my fitness levels by seeing what I CAN do by overcoming the issues I thought I had and by taking some action. I have now used the same method to help me concentrate on my business. By breaking everything down into smaller sections it really makes a huge difference. Thank you so much Sarah and I genuinely now cannot wait to see my future 6 months down the line!

**- Tracy Turner**

I have had the absolute pleasure of working with Sarah and I can quite honestly say she has made a huge impact on me both personally and professionally.

When I first started my coaching sessions I was feeling a little lost and struggling to make decisions. Sarah took me through her 'I Can' method, which was quite an emotional journey but allowed me to re-focus and plan ahead. Sarah has taught me the importance of nurturing myself as well as my business. I now have a totally different mindset and my business is benefitting.

Thank you Sarah for making me believe in myself again.

**- Debra Graham, Equishine Founder**

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# TESTIMONIALS

I truly believe that I found Sarah just when I needed her. I was looking for somebody to help me out of the 'rut' that I found myself in, not knowing where I was going in life, having been made redundant due to the Covid pandemic. When I read Sarah's story and the adversity that she had dealt with herself, I knew there was so much that I could relate to and Sarah was the person that I wanted to work with to help me.

The I CAN method is very powerful, it makes you think about every aspect of your life, even the dark moments that you thought you had locked away forever. What I have learned from Sarah is that you need to address these moments for you to move forward, and that is exactly what Sarah helps you with. The four pillars of the I CAN method means that you have a full end to end methodology. Sarah is personable, an inspiration and is somebody who has been there, done it and got the t-shirt.

Sarah will help you with your personal and business goals and is somebody who will make sure YOU live your best life; the life you truly deserve.

**- Emma Chalkley**

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# YOUR INVESTMENT IN YOURSELF

Formidable Over Forty – 6 Weeks of Empowering Coaching	£1,800.00
Payment Plan Option	2 x Payments of £950.00

Flexible Monthly Mentoring (Monthly Fee)	TBC
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Accountability Review (2 Hour Video Call)	£300.00
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**Book your Complimentary Discovery Call with me today - I'd love to hear from you.  
Email [sarah@sarahpittendrigh.com](mailto:sarah@sarahpittendrigh.com)**

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