



Sleep? Never Heard of Her.

A Cliff Notes Guide to Insomnia, Restless Nights & Midlife Sleep Madness

**A Menopausal Survival Series
by Virginia Crowe
Thrive by Design**



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About Thrive by Design with Virginia Crowe

Thrive by Design was born out of my own personal journey through menopause and a deep desire to change the experience for other women. After facing a terrifying panic attack on a hike—one that resulted in me being airlifted off a mountain—I realized how little support and information was available for women going through such a major transition.

My doctor brushed it off as “just perimenopause,” offering no guidance or solutions. That moment changed everything for me.

With years of experience as a personal trainer, wellness coach, art for healing facilitator, and nutrition coach, I had many of the tools—but I knew I needed to understand menopause on a deeper level. That’s why I became a Certified Menopause Coaching Specialist. Thrive by Design is the program I wish I had: a fully customizable blend of fitness, nutrition, mindset, and creative healing, tailored to support the unique and complex needs of women in midlife. Whether online or in person, this program is designed to help you feel informed, empowered, and truly supported.

If you’ve ever felt confused, dismissed, or alone during this transition—you’re not. I’m here, and so is Thrive by Design. Reach out if you have questions. Let’s change the narrative together.

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Introduction: Sleep Is Cancelled. Again.

If your nights now consist of staring at the ceiling, sweating through the sheets, or mentally composing grocery lists at 3 a.m., you are not alone. And no—you're not cursed.

You're just going through one of the most common, least discussed, and wildly frustrating symptoms of perimenopause and menopause: **sleeplessness**. Or, as I like to call it: "**The Night Shift You Didn't Apply For.**"

This little eBook is your **Cliff Notes–style survival guide** to what's happening to your sleep and what you can do to get back to something that resembles rest. We'll laugh, we'll learn, and I promise to keep the advice practical and BS-free.



Section 1: Menopause and Sleep—The Plot Twist

Here's what no one tells you when they say "menopause can be disruptive": it can straight-up **hijack your ability to sleep**.

Estrogen and progesterone aren't just about periods—they're also crucial to your **sleep cycle, mood regulation, and body temperature**.

When they dip, you might experience:





- Trouble falling asleep (aka, tired but wired)
- Waking up drenched in sweat at 2 a.m.
- Light, restless sleep that leaves you exhausted
- Racing thoughts that won't take a hint
- Waking up multiple times to pee, cry, or yell at your pillow

This is your body's version of sending out an SOS signal. And spoiler alert: it's not fixed with just a new mattress.

Section 2: The Most Common Sleep Saboteurs in Midlife

If it feels like *everything* is keeping you awake, you're not wrong. Some of the biggest culprits include:

- **Hormonal fluctuations** (estrogen, progesterone, and cortisol—oh my!)
- **Night sweats** that turn your bed into a sauna
- **Anxiety** or “menopausal mind-racing”
- **Blood sugar crashes** that jolt you awake
- **Alcohol** (sorry, wine counts)
- **Stress** you didn't even know you were still carrying
- **That one pillow that just never feels right anymore**

The good news? These are manageable once you know how to outsmart them.



Section 3: What Actually Helps (That Isn't Counting Sheep or Screaming)

Let's talk strategy. Here's what actually helps you reclaim sleep—without gimmicks or guilt.

1. Blood Sugar = Brain Fuel

You wake up at 3 a.m. because your blood sugar dropped, not because the universe is testing you.

- Eat a protein-rich dinner with healthy fats and slow carbs
- Avoid sugary snacks and caffeine late in the day
- Consider a light protein-based snack an hour before bed





2. Lower the Cortisol, Queen

Your brain doesn't want more stimulation. It wants a gentle "shhh."

- Do some gentle stretching, art, or journaling before bed
- Try breathwork (even 4 deep breaths can help)
- Avoid doom-scrolling—social media won't tuck you in

3. Cool It Down

Your body literally needs to drop its core temperature to sleep.

- Keep your bedroom between 65–67°F (image shows 63 and may be too cold)
- Use moisture-wicking sheets or sleepwear (cotton or bamboo are heroes)
- Ditch the electric blanket—you're not a casserole





4. Natural Supports

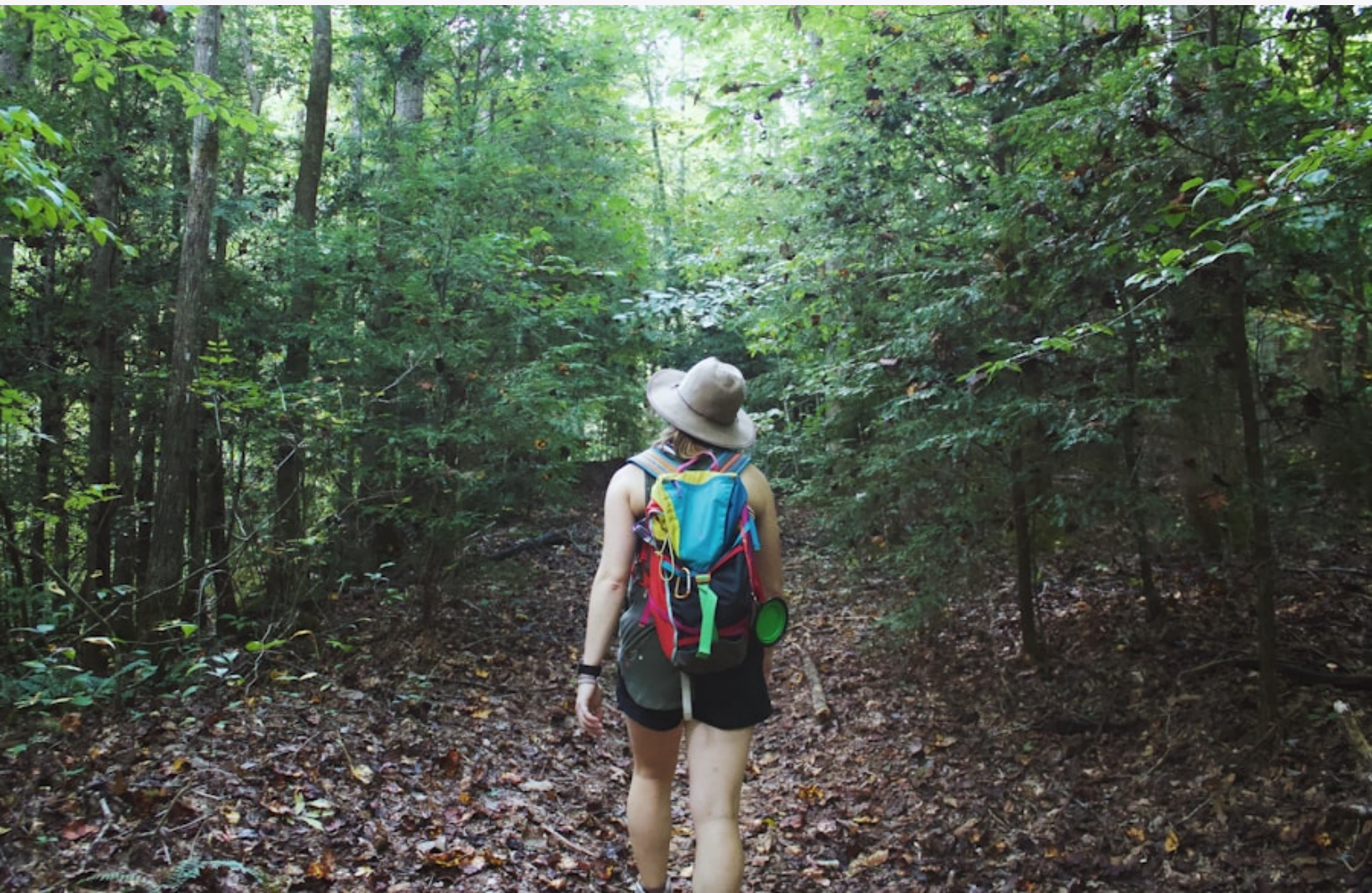
Always check with your doctor first, but these may help:

- Magnesium malate or glycinate (great for calming the nervous system)
- L-theanine (gentle, non-drowsy chill pill)
- Ashwagandha or other adaptogens
- Melatonin (use sparingly and wisely—not a forever solution)

5. Move Your Body

No, not to exhaustion. Just enough to regulate.

- Walk, lift, stretch—get 20–30 minutes of movement daily
- Avoid intense workouts too close to bedtime
- Don't overtrain—it backfires and jacks up your sleep





Section 4: What Doesn't Help (But Might Be Tempting)

Let's just say... I've tried all of these so you don't have to:

- **Wine** (it knocks you out but wakes you back up—rude)
- **Late-night snacking with zero protein**
- **Binging four episodes of anything labeled "true crime"**
- **Caffeine after 2 p.m.**
- **Telling yourself "I just need to try harder to relax"**

This isn't about willpower. It's about supporting your nervous system, honoring your biology, and maybe kicking your partner out if they snore.

Section 5: This eBook Is Just the Beginning

If you're nodding your head (or just trying to keep your eyes open), know this: you don't have to keep struggling. Sleep isn't just something that happens—it's something you **can reclaim**.

Inside my full program, **Thrive by Design**, you'll get the structure, strategies, and support to stop spinning and start sleeping.

You'll receive:



Whether you want something
flexible and affordable or a
deep-dive coaching
experience, Thrive by Design
has a space for you.

- A 12-week roadmap to reset your hormones, sleep, and stress
- Nutrition and blood sugar guidance that supports sleep and energy
- On-demand workouts for movement without burnout
- Daily practices to calm your mind and body
- Access to mindful art tools to lower stress naturally
- Optional concierge 1:1 coaching (in-person or online)

Ready to Stop Playing Tug-of-War with Your Pillow?

Sleep doesn't have to be a mystery, a memory, or a source of misery. Let's bring it back—with grace, grit, and a game plan that works for *your* body.

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Created by Virginia Crowe

Virginia Crowe is a **certified menopause coaching specialist, personal trainer, nutrition and wellness coach**, and **certified art for healing facilitator**. She helps women thrive through the wild ride of perimenopause and menopause with real science, deep compassion, and a healthy dose of humor.

Through her signature program, **Thrive by Design**, Virginia offers self-guided memberships and concierge 1:1 coaching, available both online and at her studio in **Laguna Hills, California**. She combines evidence-based coaching with creative tools that calm the nervous system, balance hormones, and help women feel like themselves again.

She is also the author of *Unlocking the Soul*, a mindful art workbook designed to help women reduce stress, reconnect with themselves, and heal through creativity.

