

**SHREDDED
UNIVERSITY**
TRANSFORM YOUR LIFE IN 90 DAYS

Menopause Blueprint





01

Introduction

This blueprint finally gives you the full picture — the root causes, the symptoms, and the proven solutions — laid out in a simple, honest way no doctor has ever taken the time to explain. It connects all the dots so you can understand what's really happening in your body and what to do next with confidence.

WHAT MENOPAUSE ACTUALLY IS

Menopause is a system-wide hormonal collapse affecting:

✓ Estrogen

Controls brain function, metabolism, sleep, temperature regulation, insulin sensitivity, and vascular health.

✓ Progesterone

Controls GABA (calmness), sleep architecture, anti-anxiety pathways, and cognitive stability.

✓ Testosterone

Supports libido, muscle, metabolism, mood, and motivation.

When these hormones drop:

Your brain, metabolism, nervous system, and mitochondria lose the signals required for normal function.

This is why symptoms appear suddenly and aggressively.



02

THE REAL ROOT CAUSES OF SYMPTOMS

Every symptom of menopause can be traced back to neurological, metabolic, hormonal, and mitochondrial breakdowns.

Here's how it works: ———

1. The Neurological Breakdown

Estrogen receptors exist throughout the brain.

Once estrogen drops:

- The hypothalamus loses temperature control
- The amygdala becomes more reactive
- GABA collapses (the brain's calming neurotransmitter)
- Sleep architecture is destroyed
- Stress sensitivity skyrockets

This is why women experience:

- 🔥 Hot flashes
- 🔥 Night sweats
- 🔥 Mood swings
- 🔥 Anxiety
- 🔥 Sleep disruption
- 🔥 Brain fog

This isn't psychological. It's neurological.

02

THE REAL ROOT CAUSES OF SYMPTOMS

2. The Metabolic Breakdown

Estrogen controls insulin sensitivity. Without estrogen:

- Insulin resistance increases
- Fat shifts from hips/thighs → belly (visceral fat)
- Metabolism slows
- Blood sugar becomes unstable
- Cravings increase
- Weight gain accelerates

This is why traditional dieting stops working in menopause.

3. The Mitochondrial Breakdown

Your mitochondria are your energy factories.

- Menopause creates:
- Lower ATP (energy output)
- Higher oxidative stress
- Chronic fatigue
- Poor recovery
- Low libido
- Muscle weakness

No energy = no desire, no motivation, no stability.

02

THE REAL ROOT CAUSES OF SYMPTOMS

4. The Hormonal Breakdown

Hormones don't just control fertility.

They control:

- Mood
- Sleep
- Temperature
- Cognition
- Memory
- Energy
- Libido
- Motivation
- Body composition

When these signals collapse, every system suffers.



03

SYMPTOMS EXPLAINED (THE REAL SCIENCE)

🔥 HOT FLASHES

Not hormonal — neurological.

Estrogen loss corrupts the hypothalamus → “temperature glitch” → emergency heat dump → sweating, flushing, panic.

😴 SLEEP COLLAPSE

Menopause destroys sleep architecture because GABA can’t function without progesterone.

Result:

- Can’t fall asleep
- Can’t stay asleep
- Wake overheating
- Wake anxious
- Wake exhausted

This is NOT poor sleep hygiene.

⚠️ WEIGHT GAIN & BELLY FAT

Estrogen loss → insulin resistance → visceral fat buildup → fat-storage mode.

Even with:

- ✓ Clean eating
- ✓ Daily exercise
- ✓ Low calories

Your body fights fat-loss.

It’s not willpower — it’s hormones + metabolism.



03 SYMPTOMS EXPLAINED (THE REAL SCIENCE)

BRAIN FOG & MOOD CHANGES

Estrogen supports neurotransmitters like:

- Dopamine
- Serotonin
- Acetylcholine

Once estrogen drops → cognitive function declines, memory blurs, and emotional regulation weakens.

LOSS OF LIBIDO

Loss of:

- Blood flow
- Dopamine
- Testosterone
- Mitochondrial energy
- Sleep
- Stability

Libido isn't mental — it's biological.



04

WHAT ACTUALLY HELPS (THE BLUEPRINT)

This is what actually moves the needle.
This is what transforms women's lives inside my
Longevity Coaching Program.

1. Stabilize Blood Sugar (Non-negotiable)

High insulin = worsening menopause symptoms.

Make sure you:

- ✓ Eat protein every meal
- ✓ Limit nighttime sugar
- ✓ Pair carbs with protein/fat
- ✓ Avoid long stretches of fasting if stressed

2. Build Lean Muscle (Your #1 longevity tool)

Muscle improves:

- Insulin resistance
- Metabolism
- Energy
- Mood
- Libido
- Fat-loss
- Sleep

3–4 structured weight sessions/week → life-changing.

04

WHAT ACTUALLY HELPS (THE BLUEPRINT)

3. Support Your Mitochondria

Mitochondria control your energy, mood, and body composition.

Support includes:

- ✓ Strength training
- ✓ Daily walking
- ✓ Sufficient protein
- ✓ Stress reduction
- ✓ Quality sleep routine
- ✓ Sunlight exposure

4. Reduce Inflammation

Inflammation makes menopause symptoms 10x worse.

Reduce:

- Highly processed foods
- Alcohol
- Late caffeine
- Chronic stress
- Poor sleep
- Sedentary lifestyle Increase:
- Hydration
- Omega-3s
- Antioxidant foods
- Movement

04

WHAT ACTUALLY HELPS (THE BLUEPRINT)

5. Fix Sleep at the Neurological Level

You can't "hack" sleep without calm brain chemistry.

How to improve:

- ✓ Magnesium glycinate
- ✓ Early morning sunlight
- ✓ Movement during the day
- ✓ Stabilized nighttime blood sugar
- ✓ Bedroom 65–68°F
- ✓ No alcohol near bed

6. Optimize Hormones (If medically appropriate)

HRT can help women but does not fix everything.

It helps with:

- ✓ Symptoms
- ✓ Cognition
- ✓ Mood
- ✓ Libido

It does NOT fix:

- ✗ Mitochondrial fatigue
- ✗ Insulin resistance
- ✗ Metabolic decline

That's why many women need BOTH:

Hormones + Metabolic coaching.

THE LONGEVITY ROADMAP

Here is the transformation model I use inside Shredded University:

PHASE 1 — Stabilize the Body

- Blood sugar regulation
- Digestive support
- Stress reduction
- Foundational nutrition

PHASE 2 — Rebuild Metabolism

- Protein optimization
- Strength training
- Mitochondrial protocols
- Inflammation control

PHASE 3 — Optimize Hormones & Energy

- HRT (if appropriate)
- Gut repair
- Sleep restoration
- Adrenal balance

PHASE 4 — Revive Body Composition

- Visible fat-loss
- Lean muscle building
- Libido restoration
- Youthful energy return

After this process — you don't "manage menopause."

You master it.





06

THE NEXT STEP

If you want the FULL system, customized to your body...

If you're tired of feeling dismissed...

If you want your energy, confidence, libido, and metabolism back...

👉 Follow all my platforms: www.link.me/johnfrancofit
You do NOT have to accept decline.

You can rebuild your body — smarter, stronger, and healthier than ever.

Book A Call