

# Reclaiming Our Wellbeing: How NLP Is Transforming Women's Wellness Coaching



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**F**or woman today life looks successful on the outside, with many having thriving careers, busy families, full social lives and budding side-hustles. Yet internally, a different story is playing out. Rising burnout, emotional overload and a quiet sense of losing oneself have become common feelings to many women. Women are achieving more than ever, but often at the cost of their own wellbeing.

Traditional wellness advice tells women to 'eat better', 'sleep more' or 'find balance'. But for many, these surface-level solutions do not go beneath, to the deeper behaviour patterns that are driving stress: self-neglect and exhaustion. The missing link is mindset, and this is where Neuro-Linguistic Programming (NLP) can reshape the future of women's wellness.

## The birth of Feed My Soul – a new model for women's wellbeing

After spending my entire working life (over three decades) in a busy, pressurised corporate and public sector environment, where I have witnessed the emotional and physical toll that chronic stress places on women, I recently founded my women's wellness coaching business, Feed My Soul, specifically to support women manage career and wellness with a holistic approach.

Admittedly, for me life has become far

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more manageable since the COVID-19 pandemic and the ability to be able to work from home, which gives me a life/work balance. However, life was not always like this...

I have worked in 9-5 roles since I entered the workforce, aged 16. I have commuted more than two hours a day on a regular basis. I have brought up a child whilst working full-time and had to juggle parents' evening, sports day and Christmas plays, not to mention the dreaded World Book Day, frantically trying to throw together a 'character' outfit at the last minute!

Just thinking back to these times leaves me feeling exhausted. It is no wonder that my self-care, healthy eating and regular exercise often ended up at the bottom of the pile. Some days, it was all





I could do to muster the energy to brush my teeth before snatching a few hours' sleep before starting it all again the next morning.

It was whilst leading teams in the NHS that I came across the concept of NLP. Ironically, it wasn't a colleague or a course that introduced me to this powerful toolkit. I was sitting in the car park at work one morning, already tired from a difficult one-and-a-half-hour commute, on a call with my mum to tell her about the pressures we all faced at work daily. She mentioned NLP to me and suggested that it might be something I explore further to support my team which, at the time, was 100% made up of women.

Some years later, whilst studying for my MSc in Senior Leadership, I learnt about the power of emotional intelligence as well as several other leadership models and behaviours. I started to connect this with the concept of NLP and realised how powerful my leadership support could be if I embraced and used NLP practices. True to this conviction, in 2024 – three days before my fiftieth birthday – in a beautiful Lake District setting, I completed my training in NLP with Florence Madden Associates. A new chapter of my life was opening.

In addition to gaining this formal qualification, I started my own wellness journey – which included focusing on my fitness, nutrition and learning to play golf! I also became curious about the behaviours of the many women I worked with, day in and day out, as well as my own

teams, and I soon recognised a pattern that these women were struggling with. They lacked space, support and the mindset tools to nurture their own wellbeing and create sustainable change.

Feed My Soul was created to fill that gap. It blends NLP coaching with practical lifestyle strategies to help women reclaim their energy, confidence and identity. Later this year I will be completing additional therapy training to add further holistic depth to my coaching and support for women's wellness.

### Why NLP matters in women's wellness

NLP offers a powerful framework for understanding how thoughts, language and internal patterns shape behaviour. For women, this is particularly impactful because many of the challenges they face are rooted in deeply conditioned beliefs:

- "I have to do everything myself."
- "I can't let anyone down."
- "I should be coping better."
- "Everyone else seems to manage."

These beliefs drive perfectionism, people-pleasing, emotional labour and chronic self-neglect, all of which contribute to burnout.

**The result is not just better habits; it's a fundamentally different relationship with oneself.**

NLP helps women:

- Reframe self-limiting beliefs that keep them stuck in cycles of overwhelm.
- Anchor emotional states like calm, confidence and clarity.
- Shift identity patterns, moving from "I'm barely coping" to "I'm in control of my wellbeing."
- Recognise unhelpful language, both internal and external, and rewrite the narrative.
- Create behavioural change that feels natural rather than forced.

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### The Feed My Soul method: NLP in action

At the heart of Feed My Soul is a structured yet deeply personalised approach that integrates NLP into every stage of the coaching journey.

**Mindset reset:** Women learn to identify the unconscious beliefs driving their stress, selfdoubt or lack of boundaries. Through NLP reframing and belief change techniques, they begin to see themselves, and their possibilities, differently.

**Emotional regulation:** Anchoring techniques help women access calm and confidence even in high-pressure moments. This is especially powerful for women navigating leadership roles, parenting demands or major life transitions.

**Behavioural shifts:** Instead of relying on willpower, Feed My Soul uses NLP to

align habits with identity. When a woman believes she is someone who prioritises her wellbeing, healthy choices become effortless.

**Identity work:** Women explore who they are beyond their roles (mother, partner, leader, caregiver) and reconnect with the version of themselves they may have lost along the way.

**Language awareness:** By noticing the stories they tell themselves ("I'm too busy", "I'm not good enough", "I can't say no"), women learn to rewrite their internal script.

### **The science of self-care: why mindset comes first**

Wellness culture often focuses on habits such as drinking more water, meditating or walking 10,000 steps a day, but habits don't stick when the unconscious mind is working against them. It is common knowledge that most human behaviour is driven by unconscious patterns, meaning mindset must shift before lifestyle changes can take root.

NLP accelerates this process by working directly with the beliefs and emotional states that shape behaviour. The Feed My Soul approach acknowledges that women do not need more instructions; they need tools that help

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them think, feel and act differently from the inside out.

### **The coaching gap – and why women need spaces like Feed My Soul**

Despite the explosion of wellness content online, many women still lack access to personalised, psychologically informed support. Social media wellness advice has its place in the wellness world but tends to offer quick fixes rather than the depth required for real, sustainable transformation. Generic advice does not account for the emotional load, identity shifts and societal pressures women carry.

NLP coaching fills this gap by offering:

- A safe, nonjudgemental space
- Tailored mindset and behaviour tools
- Emotional support grounded in neuroscience
- Long-term transformation rather than short-term motivation

Feed My Soul aims to combine the

rigour of NLP with the compassion of women-centred coaching – a combination that is still rare in the wellness industry.

### **The future of women's wellness – mindset-led, personalised, transformational**

As the wellness landscape evolves, one thing is becoming clear: the next era of women's wellbeing will be mindset-driven. NLP practitioners are uniquely positioned to lead this shift, offering tools that go beyond surface-level habits and into the deeper layers of identity, belief and emotional resilience.

Feed My Soul is championing this movement, delivering a model of wellness that empowers women to take ownership of their minds, their energy and their lives.

### **A final word – reclaiming your wellbeing**

Every woman deserves a life that feels aligned, energised and authentically hers. NLP offers a pathway to that transformation, not by adding more to her 'to-do' list, but by helping her reconnect with the authentic self she may have forgotten.

For women ready to reclaim their wellbeing, Feed My Soul offers a space to pause, reset and rise stronger than ever. ■

