



**A JOURNEY OF MID-LIFE  
TRANSFORMATION**

A woman with dark hair pulled back, wearing a red, ribbed, one-piece swimsuit and large gold hoop earrings. She is holding a small black and red object in her right hand, from which a thick plume of red smoke is rising. The background is a bright, hazy outdoor setting, possibly a beach or desert, with a clear blue sky and a large, soft red smoke cloud in the upper right.

**MEET:  
TERRY TATEOSSIAN**

**IG: @how.good.can.it.get**

# INTRODUCTION

I am reaching out on behalf of [Terry Tateossian](#), whose story of perseverance, transformation, strength, courage and empowerment will inspire your listeners - particularly those who are navigating the complex waters of peri-menopause, post-menopause, parenting, and entrepreneurship.

At 42, Terry embarked on a profoundly life-altering journey, successfully shedding over 80 lbs in her mid-forties, overcoming emotional eating and discovering an untapped source of incredible physical and emotional strength.

However, her journey was much more than a physical one. It was an experience that challenged and transformed her at every level, reinforcing her belief in the potential for renewal, growth and change, regardless of life's stage or the roles one is juggling.

Terry's journey is particularly relevant for women in the peri-menopausal and post-menopausal phases, a time when the body undergoes significant changes that can often feel insurmountable.

Her success story is a testament to the fact that with the right mindset, tools, and support, it is possible to reclaim one's health and vitality during and after these transitional years.

Furthermore, as a busy entrepreneur and a mother of two, Terry deeply understands the challenges of managing a business, family life, and personal health. Her story speaks directly to women who are trying to balance it all, providing practical insights and strategies to prioritize their well-being amidst the chaos of daily life.

What makes Terry's narrative incredibly relatable and inspiring is not just her remarkable weight loss but her holistic approach to wellness, which encompasses mental, emotional, and physical health. She emphasizes the importance of self-care, resilience, and the pursuit of health as a continuous journey rather than a destination.

# POTENTIAL TOPICS

We are eager to share Terry's story with your audience. Her experiences and the lessons she learned about embracing change, facing challenges head-on, and finding balance and wellness in the midst of life's demands, will undoubtedly resonate with your listeners. Terry's journey offers hope, practical advice, and a powerful message of empowerment for women navigating the intricacies of health, motherhood, and entrepreneurship.

We would be thrilled to arrange a conversation between Terry and you at your earliest convenience. I am confident that her story will not only captivate your audience but also empower them to take steps towards their own transformations, no matter where they are in their life journey.

Terry can speak on but is not limited to the following topics (but please feel free to recommend your own topics):

- Overcoming emotional eating & different tactics to implement throughout your fitness journey.
- Thyroid Support through Nutrition
- Adrenal Support through Nutrition
- Sex Hormones Balance
- Natural Ways to Support the Transition to Menopause
- Detoxing Your Daily Life
- Primary Foods vs Secondary Foods and What is the Difference!
- Self-Sabotage & How it Impacts Our Lives!
- 5 ways to begin your health journey today!
- The big secret about menopause no one wants to tell you!
- 5 Secrets to Reverse Aging!
- The challenges experienced by peri-menopause and lack of clear guidance and education for women over 40.
- Terry's experience and struggle while navigating the mainstream narrative and societal expectations around women's health that so often leaves women disempowered and insecure.
- How to track your macronutrients like a pro!
- 7 reasons to build muscle pre/during/post menopause through proper nutrition and resistance training and how proper nutrition impacts hormonal fluctuations.

Thank you for considering this opportunity to share a truly motivational and relatable story. I look forward to your positive response and the chance to collaborate on bringing Terry's empowering journey to your listeners.

# **TERRY'S FITNESS CREDENTIALS**

- ISSA Certified Personal Trainer
- ISSA Certified Nutritionist
- IIN Hormone Specialist Coach
- IIN Emotional Eating Coach
- Quantum Biology Course in Progress

# TERRY'S BIO

- Serial Entrepreneur & Startup Investor with over 20 years of experience in the tech & media industries.
- Startup Founder in Media & Technology
- Born during Communist regime in Eastern Europe.
- Defected with her parents at the age of 11.
- Lived in a refugee camp in Austria from the ages of 11-13.
- Arrived in the United States at the age of 13.
- Graduated college with a BA in Computer Science.
- Pursued Artificial Intelligence & Blockchain Technology post-grad at MIT.
- Over 20 years experience in public speaking.

Currently, Terry has completely transitioned into the health & wellness industry.

Her passion for fitness and newfound love of helping mid-life women regain their health and vitality has compelled her to start a new career path in health coaching as the founder of THOR.



THOR is an exclusively curated experiential brand focusing on fitness, wellness and whole body health. We blend in-person retreats, a wellness community for women over 40, ongoing 1:1 fitness and nutrition coaching & support and world-class wellness & longevity products to empower women to take back their health.

Privately nestled on over 50 acres of virgin forestland in the Smoky Mountains and Cherokee National Forest, THOR's experiences focus on daily yoga, hiking, meditation, breathwork, mindset, health spa treatments, massage therapy, forest bathing, red light therapy, Reiki, glamorous photoshoots, and it is specifically designed to help individuals regain their youth, radiance, regenerate their bodies and improve longevity & healthspan.

Terry has also launched a new podcast series highlighting individuals who have achieved radical transformations of their own. You can listen to the first episodes on Spotify and Apple Podcasts.

Her life's calling is to awaken the power that lives in all of us by showcasing what is possible and truly allowing individuals to experience how good it can get for THEM.

# TERRY HAS BEEN FEATURED & RECOGNIZED IN:



Inc. 5000

Inc. Best Places to Work Honoree

Inc. Magazine Author

Young Entrepreneur Council Member

Entrepreneur Magazine Contributor

HudsonMod Magazine Women of Power Awardee

Forbes Magazine Contributor

SmartCEO Future 50

Top 25 Leading Women Entrepreneur Awardee

50 Fastest Growing Women Owned/Led Businesses

SmartCEO Brava Awardee

Advisory Board Member of LWE

Top 25 Brand Builder

Top Forty Under 40 Honoree

SmartCEO Corporate Culture Winner



EXCLUSIVE



*Never*  
**GIVE UP**  
**ON YOURSELF**

# PROMOTION OF YOUR PODCAST! LETS DO THIS!



To help promote your new episode, the following channels will be utilized:

- Podcast episode will be published on the [THOR](#) website and a **link** to your podcast and website will be included along with your YouTube or Vimeo video link (if provided). Transcript and other visual assets can also be included. This is a great way to leverage **SEO benefits** for your website and podcast. :)
- Episode will be included in a monthly email blast to Terry's mailing list of over 50,000 subscribers. A great way to **promote your listenership** to more people.
- Episode will be promoted on all three of Terry's Instagram channels of almost 33,000 followers. A great way to **increase your followers**.
- Episode will also be promoted on all other social channels managed by THOR.

## NEXT STEPS:

Please let us know if you are interested in discussing this collaboration further by replying to this email or emailing Terry's Business Manager directly:

**Ken Krysinski**







ken@socialfix.com

Or you can reach out to Terry directly below:

### **Terry's Contact Information**

terry@thehouseofrose.com

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-  **TERRY'S INSTAGRAM**
-  **THOR RETREATS INSTAGRAM**
-  **THOR WELLNESS INSTAGRAM**
-  **THOR WEBSITE**
-  **SPOTIFY**
-  **APPLE PODCASTS**

## THANK YOU!

A woman with long, slender legs is shown from the waist up, wearing a vibrant red, strapless, form-fitting dress. She is holding her right leg high, with her foot resting near her face. She is wearing red high-heeled sandals with multiple straps and buckles. She is also wearing large, gold hoop earrings. The background is a plain, light-colored wall.

**“I BELIEVE THAT  
REVERSE AGING IS  
INDEED POSSIBLE.”**

**~ Terry Tateossian**