



*You don't have to put your life
on hold while you are trying to
create one.*

A compassionate evidence-informed approach for
women who want to feel emotionally steady,
connected to their body, and ready to face
whatever comes next.

What you don't know about the fertility journey.

Fertility treatment focuses almost entirely on the physical - the injections, scans, timings, results. But what it does to your sense of self, your relationships, and your inner world is rarely acknowledged, let alone supported. The Fertility Mindset Method was built precisely for that gap. Research consistently shows the psychological burden of infertility is significant and largely unmet. To support the current fertility protocols, the FMM directly addresses the emotional and identity dimension of the fertility journey - because that dimension matters enormously.

<i>1 in 6 couples globally experience infertility¹</i>	<i>89% of IVF patients report significant psychological distress²</i>	<i>70% feel emotional wellbeing goes unaddressed in treatment³</i>
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	Loss of control Decisions are handed to doctors. Your body feels like it belongs to a process. That loss of agency is real, valid, and exhausting.
	Not feeling like yourself Hormones, grief and relentless waiting can leave you feeling unlike the person you were. You just want to feel like you again.
	Guilt about your emotions The jealousy. The anger. The darker thoughts. You judge yourself harshly for feelings that are simply a human response to an unbearable situation.
	Relationship strain Partners process things differently. Friendships feel fragile. The loneliness of not being truly understood can cut deeper than the diagnosis itself.

¹ World Health Organization (2023). Infertility Prevalence Estimates 1990–2021. WHO Press. ² Domar, A.D. et al. (1993). The psychological impact of infertility: a comparison with patients with other medical conditions. Journal of Psychosomatic Obstetrics & Gynaecology, 14(S1), 45–52. ³ Boivin, J. et al. (2012). Emotional distress in infertile women and failure of assisted reproductive technologies: meta-analysis of prospective psychosocial studies. BMJ, 342, d223.

Four steps. One steady path forward.

The Fertility Mindset Method is a structured 4-step process with 6 carefully designed modules rooted in emotional regulation, release, cognitive reframing, and identity work. It was designed specifically for the fertility journey.

S	STEADY – Regulate & Ground Learn to regulate your emotions and come back from overwhelm. Build the internal steadiness that makes everything else possible - the foundation you return to on the hardest of days.
U	UNDERSTAND – See Your Patterns Recognise the personal triggers and emotional patterns behind your reactions. Awareness is where real change begins. When you understand what sets you off (and why) you stop being ambushed by yourself.
R	REFRAME – Release Shame & Guilt Reduce the guilt, shame and identity loss that so often accompany fertility treatment. Rewrite the story you are telling yourself about your body, your worth, and your value beyond this journey.
R	RECLAIM – Take Back Your Life Reclaim control in your daily life. Navigate social situations, handle triggers without shutting down, stay connected to yourself and to the life you are still living — right now, in the thick of all of this.

“I help you to identify your beliefs around pregnancy - and reframe them.” — Nicola, Founder of The Fertility Mindset Method

Choose the support that's right for you.

The Fertility Mindset Method is available in three ways — whether you want to work through it independently, in a small guided group, or with Nicola directly by your side.

SELF-GUIDED

The Core Programme 6–8 weeks • Downloadable

- Full S.U.R.R. Method across 5 key areas
- Workbooks, guided audio & reflection exercises
- Work at your own pace, 24/7 access
- Lifetime access to all materials
- Access to the online community

From £97

One-off investment • Instant access

WORKSHOP

Group sessions with Nicola (online or in-person -Teesside Area)

Sign up at www.stronglittleivfmama.co.uk

- Specific deep dives into the Mindset Programme
- Live group coaching with Nicola
- Small, intimate group
- Real-time support from women who have been there
- Community

From £25

PREMIUM 1:1

1:1 Coaching with Nicola Bespoke • Online or in person

- Completely tailored to your specific journey
- Private sessions with Nicola
- Support between sessions when needed
- Full programme & community access included

From £60

Limited spaces • Apply to work together
per session minimum of 6 sessions • Founding member rate - this price won't be available again

Created by someone who has lived every part of this.

The Fertility Mindset Method was not created in a classroom. It was built in the lived experience of the fertility journey. From the waiting rooms, the injections, the two-week waits, the moments of despair and wild, fragile hope that only those who have been through it truly understand.

Nicola created the FMM because she could not find the support she needed when she needed it most. Not something that talked around the experience but something that spoke directly to it. That understood the jealousy, the identity loss, the relationship strain, the quiet way infertility dismantles who you thought you were.

Her approach is grounded in genuine emotional intelligence and a deep understanding of mindset, trigger management, and identity psychology all combined with intimate first-hand knowledge of what women on this journey actually need.

stronglittleivfmama.co.uk



IVF isn't only about creating a baby. It's also about protecting the person who will one day become that baby's parent.

WHAT YOU CAN EXPECT

Real outcomes for real women.

Feel emotionally grounded, especially when life feels uncertain

Build resilience without pretending you're fine. Navigate pregnancy announcements, insensitive comments and social situations.

Let go of perfectionism and the pressure to control everything. Stop punishing yourself for the thoughts and feelings that come with this journey. You are not broken.

Strengthen your relationships Communicate better with your partner, protect your friendships, and advocate for your needs with medical teams.

Reconnect with who you are beyond the fertility journey. Begin to feel like yourself again and be fully prepared for motherhood.

Ready to take the first step?

Book a free discovery call @ stronglittleivfmama.co.uk

And get the support you deserve.

Get in Touch Today



nicola@stronglittleivfmama.co.uk

"Having spent over 35 years in the fertility field, I understand the importance of getting the mind, body and soul prepared correctly for treatment. Nicola is addressing something that truly matters."

— **David Gibbon, Clinical Embryologist**



NICOLA COOPER

Coaching

FERTILITY MINDSET & WELLBEING COACH



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