

# The Agenda. *Period*



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*This book belongs to*

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# How to use The Agenda.

1.

Start your first calendar on the first day of your menstrual cycle.

2.

Fully plan your monthly calendar in the first few days of your menstrual cycle.

3.

Estimate your phases for the month. Mark the top of each day with the phase color associated with that day.

4.

Use the *Tasks By Phase* to plan reflection, meetings, projects, and self care.

5.

Add the tasks into your monthly calendar. Loosely schedule meeting times, launches, self-care and big events.

6.

During your menstrual phase fill out your cycle's Insights page.

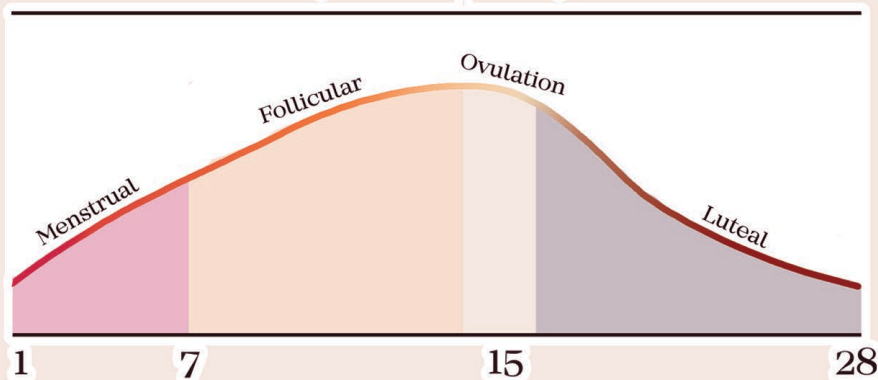
7.

Reflect on your insights and personal cycle patterns. Remember, this is a guide to your cycle but your cycle is unique, tune in!

# A (Re)Introduction to Our Menstrual Cycle

In order to reclaim the power of our cycles, we must first understand how it fluctuates so we may partner with it. Everyone's cycles differ, but on average our hormonal levels can help us predict what our energy levels will be like.

*Energetic Levels Throughout*



*the Uterine Cycle*

The graph above shows us how our energy will rise and dip based on the phase we are in. The interplay between our hormones give rise towards these fluctuations. Equipped with this knowledge we can align our business plans with our cycles for success!

Cycle	Pre-Ovulation		Ovulation	Post-Ovulation	
Ovarian Cycle	Follicular Phase			Luteal Phase	
Uterine Cycle	Menstrual Phase	Follicular Phase		Luteal Phase	

Above we have also added a breakdown of the different ways our cycle phases are described. Here we're using the Uterine Cycle.

This is a general guide for common energy levels. Learn how to tune into your own energy levels during each phase!



# Menstrual Cycle Phases

## Menstruation Phase

This is the beginning phase of your cycle.  
This is your period and phase of bleeding

Day 1-7\*

\*approximately

During the menstrual phase you may feel uncomfortable, tired, or drained. You can feel more introverted and more creative. You may have heightened intuition and feel more connected to that which is greater than you. This is a great time for goal setting, visualizing, and creativity.

### Business Activities

- Planning
- Analyzing Last Month
- Ideas to improve business
- Tuning into intuition
- Writing copy
- Creating vision for month
- Letting go of what didn't serve us last month

### Self-Care Ideas

- Taking time off
- Resting
- Journaling
- Meditation
- Exercise:
- Stretching & walking

# Menstrual Cycle Phases

## Follicular Phase

This is the phase where your ovaries prepare egg for ovulation.

Day 7-14\*

\*approximately

During the follicular phase you may feel an increase of energy and extroversion.

You may feel more positive and happy during this phase. You may feel your most confident at this time. This is a great time for external activities like meetings, networking, and job interviews.

### Business Activities

- Starting new projects
- Mapping ideas
- Networking events
- Meetings
- Brainstorms

### Self-Care Ideas

- Waxing
- OBGYN appts
- Leaps of faith
- Learning
- Socializing

Exercise: choose more strenuous exercises

# Menstrual Cycle Phases

## Ovulation Phase

This phase is when the egg is released into the fallopian tube.

Day 13-15\*

\*approximately

During the ovulation phase you may feel your energy peak. If you are typically an introverted person you may feel a little overwhelmed by the energy. You may look and feel your best during this phase. You may have an easier time communicating, and may be best received during this phase. To learn how to detect when you're ovulating, check out the ovulation tools page!

### Business Activities

- Public speaking
- Recording videos
- Sales calls / meetings
- Job interview
- Asking for raise
- Raising Prices

### Self-Care Ideas

- Hobbies
- Socialize
- Actualize plans
- Exercise:
- High impact & group exercises



# Menstrual Cycle Phases

## Luteal Phase

This phase is when your body releases progesterone to support a possible pregnancy

Day 16-28\*

\*approximately

During the luteal phase you may feel tired and drained. You may find yourself to be more sensitive and doubting. You could have more mood swings or pain coming up on the menstrual phase. You may have an easier time connecting to nature, going within, and doing the more repetitious tasks in your life. This is a great time for tedious details; try de-cluttering, filing, and organizing during this

### Business Ideas

- Admin
- Accounting
- Scheduling events
- Decluttering emails
- Organize paperwork
- Celebrating achievements
- Product & program launches
- Wrap up projects

### Self-Care Ideas

- Nourishing foods
- Bed early
- Reading, bath, coffee/tea date with friends
- Connect with nature
- Exercise: walking & yoga

# How To Know When You're Ovulating

At The Agenda., we know it can be tricky to know when you're truly ovulating. To help you detect when you are in the ovulation phase we have a few methods below.

## Physical Symptoms

Egg-White Cervical Mucus  
Increased Sexual Desire  
Fertile Cervical Position  
Basal Body Temperature Increase  
Breast Tenderness

## Special Ovulation Tools

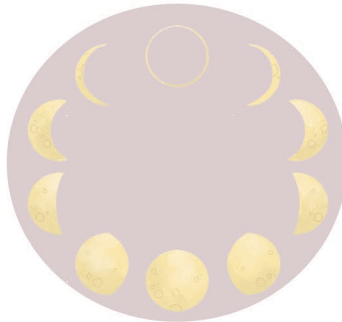
Ovulation Predictor Kit

# How to use the Moon Cycle

Due to various health reasons women may find that they have long, irregular, or no cycle. If this is the case for you, you are not alone! Reach out to an acupuncturist, herbalist, or dietitian to help you restore your natural balance.

Don't worry, you can still use The Agenda.!

Our monthly cycles mimic the cycles of the moon. You will start your calendar on the new moon, and the phases will line up based on the chart below



## Menstrual Phase

## Moon Phase

Menstrual	New Moon
Follicular	Waxing Moon
Ovulation	Full Moon
Luteal	Waning Moon

Cycle 1 Month(s)

Jan Feb Mar Apr **May** Jun  
Jul Aug Sep Oct Nov Dec

Goals

Learn more about how my cycle affects my energy and motivation levels and overall mood. Learn more about how that impacts my business.

## Phases Legend

- Menstrual
- Follicular
- Ovulation
- Luteal

## To-do This Cycle

Product Launch  
Business Meetings  
Networking  
Social Media Posting

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
12	13	14	15	16	17	18
	Day Off	Monthly Vision & Planning	* Internet Content * Planning & Ad	Analyze what did not work last cycle	Brainstorm changes for this cycle	
19	20	21	22	23	24	25
	Business Meetings	Networking	Launch new program	Sales	Promotional Videos	Workshop/ Networking
26	27	28	29	30	31	1
	Scheduling events for the next month	Decluttering	Work on product launch process	* Talk * Self Care: Bed early & nourishing	Organize	
2	3	4	5	6	7	8
		Wrap Up projects	Accounting	Celebrate Achievements	Analyze this cycle's performance	
9						

## Notes

Next month:  
Uplevel self care.

Felt energized during my follicular phase

Felt a lot of self-doubt at the end of my luteal phase

# Last Quarter Review

Wins from the last quarter:

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What did I learn about my business and cycle?

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What worked?

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What didn't work?

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What am I ready to let go of?

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# Planning for Next Quarter

What are my top 3 goals for the coming quarter?

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What phase in my cycle feels like a good place to focus on that specific goal?

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How can I better partner with each phase to increase my business performance?

Menstrual

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Follicular

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Ovulation

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Luteal

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Cyber

Jan Feb Mar Apr May Jun  
Jul Aug Sep Oct Nov Dec

# Goals

## Phases Legend

- ☐ Menstrual
- ☐ Follicular
- ☐ Ovulation
- ☐ Luteal

## To-do This Cycle

[illegible]

Monday

Wednesday

Friday

Saturday

[illegible]







Cycle

**Jan**  
**Jul**

Jan Feb Mar Apr May Jun  
Jul Aug Sep Oct Nov Dec

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

## Notes

## Top 3 Goals

## Weekly Wins

Cycle

**Jan**  
**Jul**

Jan Feb Mar Apr May Jun  
Jul Aug Sep Oct Nov Dec

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

## Notes

## Top 3 Goals

## Weekly Wins

“  
*Define success on  
your own terms,*

*achieve it by  
your own rules,*

*and build a life  
you're proud  
to live.*”

*Anne Sweeney*



Insights

Reflections From This Cycle

Wins From This Cycle

Things I Will Let Go Of

Plans for Next Cycle

Notes

Notes

Cyber

Jan Feb Mar Apr May Jun  
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# Goals

## Phases Legend

- ☐ Menstrual
- ☐ Follicular
- ☐ Ovulation
- ☐ Luteal

## To-do This Cycle

[illegible]

Monday

Wednesday

Friday

Saturday

[illegible]





Cycle

**Jan**  
**Jul**

Jan Feb Mar Apr May Jun  
Jul Aug Sep Oct Nov Dec

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

## Notes

## Top 3 Goals

## Weekly Wins









“

There is no limit  
to what we,  
as women,  
can accomplish.

”

*Michelle Obama*

Insights

Reflections From This Cycle

Wins From This Cycle

Things I Will Let Go Of

Plans for Next Cycle

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## Notes

Cyber

Jan Feb Mar Apr May Jun  
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# Goals

## Phases Legend

- ☐ Menstrual
- ☐ Follicular
- ☐ Ovulation
- ☐ Luteal

## To-do This Cycle

[illegible]

Saturday

[illegible][illegible]



Cycle

**Jan**  
**Jul**

Jan Feb Mar Apr May Jun  
Jul Aug Sep Oct Nov Dec

Sunday

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Tuesday

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Cycle

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**Jul**

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**Jul**

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What worked?

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What didn't work?

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What am I ready to let go of?

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Menstrual

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Follicular

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Ovulation

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Luteal

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“I’m not afraid;  
I was born  
to do this,”

*Joan of Arc*



Insights

Reflections From This Cycle

Wins From This Cycle

Things I Will Let Go Of

Plans for Next Cycle

## Notes



## Notes

## Meet the Team!



Co-Founder  
*Alyx Coble-Frakes*

Alyx Coble-Frakes is a Holistic Health and Wellness Coach and Co-Founder of The Agenda, who specializes in period empowerment! After returning from the Peace Corps in 2015, she felt out of touch with her own health and wellness, so she started on a path of healing. This healing became her passion and now she works with female entrepreneurs to help them come back into alignment with their monthly flow. She does private and group coaching, as well as talks and educational workshops!

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✉️ fullyalignedcoaching@gmail.com



Co-Founder  
*Sunny Sink*

Sunny Sink is a Miscarriage Support Coach and Co-Founder of The Agenda, who specializes in reproductive health and wellness! After 4 miscarriages and 2 ectopic pregnancies, she felt hopeless, lost, and alone... so she began her path of healing. She now helps women reclaim the power of their cycles and helps them feel whole again after loss. Sunny works with clients one-on-one as well as in groups.

📍 Facebook & Instagram:  
@ssinkcoaching  
🔍 [www.ssinkcoaching.com](http://www.ssinkcoaching.com)

Designer  
*Yasmin Marrero*



By day, Yasmin Marrero is a transformational leadership and empowerment coach for women and first generation Americans ready to unleash the power of their personal truth and design a life they truly love. By night, Yasmin is a graphic designer and visual storyteller. She has worked with brands to bring their visions to life, creating designs like the book you're holding right now!

📍 Facebook or Instagram @wempowermentc  
🔍 [www.iamyasminmarrero.com](http://www.iamyasminmarrero.com)

THE  
PAD  
PROJECT



The Pad Project is a nonprofit organization founded by a group of high school students and their teacher dedicated to the principle that “a period should end a sentence, not a girl’s education.” All over the world, particularly in low and middle-income countries, one of the reasons why students drop out of school at a young age is a lack of access to affordable and hygienic menstrual products. Fifty percent of the world’s population menstruates. The Pad Project’s job is to ensure that one hundred percent of them have the tools to manage it.

In order to raise awareness about this critical human rights issue, The Pad Project committed to raise the funds to send a pad manufacturing machine, along with a year’s worth of raw materials to a village in rural India, and to document the process on film. That film, *PERIOD. END OF SENTENCE.*, won the 2019 Academy Award for Best Documentary Short and sparked a global conversation about menstrual equity. The documentary not only depicts how the installation of a pad manufacturing machine provides access to affordable and hygienic menstrual products, but also fosters a micro-economy for the women who operate it.

Since the film’s Netflix release and Oscar win, they have received requests for pad machines from diverse individuals and organizations from over 94 countries. They are committed to devoting their resources to partner responsibly with communities seeking a pad machine.

**Here at The Agenda. we love the work that they are doing and will be donating 10% of profits from The Agenda Period to this amazing organization. Join us in the fight for menstrual equity!**



The background is a vibrant pink watercolor wash. A large, white, semi-transparent circle is centered on the page, serving as a backdrop for the text. The text is written in a dark pink, cursive script. The opening and closing quotation marks are a slightly different shade of pink, appearing as if they are floating or attached to the text.

*“ We have to  
reshape our own  
perception of how  
we view ourselves ”*

*Beyoncé Knowles-Carter*

“It took me quite a long  
time to develop a voice,  
and now that I have it  
I am not going to be  
silent.”

Madeleine Albright



“Who you are  
is defined by  
the next step  
you take.”

*Rachael Hollis*



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