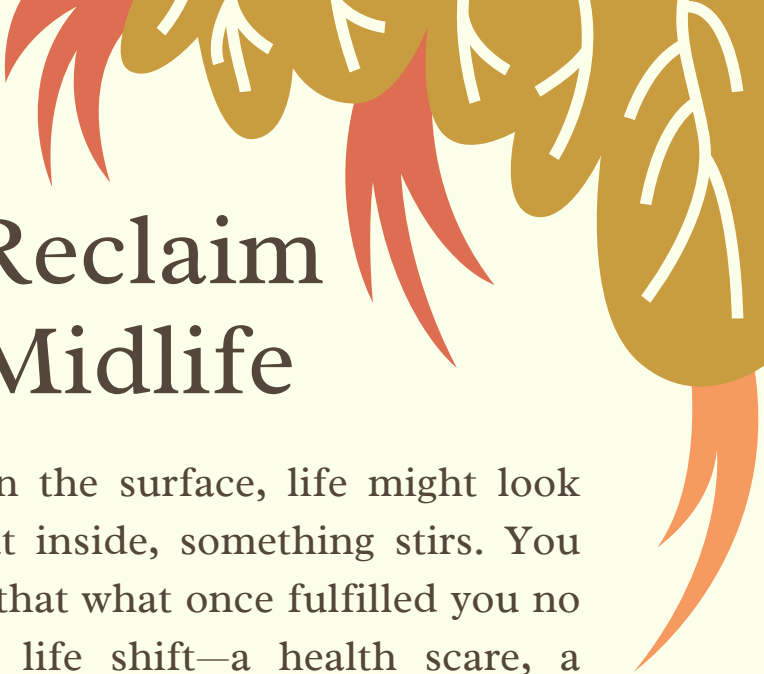




Midlife Reinvention Through Traditional Chinese Medicine

*An Introductory Guide to Ancient
Wisdom for Modern Transformation*

By Devon Verneti
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Purposefully You™
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Introduction: A New Way to Reclaim Your Power in Midlife

Midlife can feel like a paradox. On the surface, life might look settled—career, family, routines—but inside, something stirs. You may feel a quiet discontent, a sense that what once fulfilled you no longer fits. Or perhaps a sudden life shift—a health scare, a relationship change, or an empty nest—has cracked something open in you.

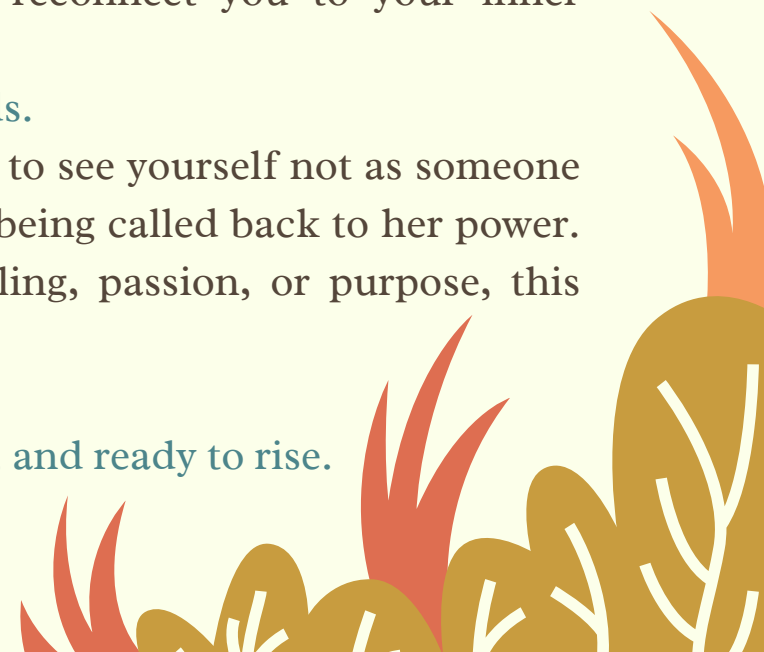
What if this discomfort isn't a problem to fix... but an invitation? Traditional Chinese Medicine (TCM) offers a powerful lens through which to view this season of life—not as a decline, but as a natural and necessary transformation. For thousands of years, TCM has honored the rhythms of the body, mind, and spirit as they move through cycles of change. It doesn't rush you to "bounce back" or ignore your symptoms. Instead, it asks: What is your body trying to tell you? What truth is emerging now that you are finally ready to hear?

This guide blends the ancient insights of TCM with modern coaching tools to help you understand, navigate, and embrace your personal reinvention. You'll learn how the Five Elements—Wood, Fire, Earth, Metal, and Water—can help decode your emotional patterns, restore your energy, and reconnect you to your inner wisdom.

Midlife is not a crisis. It's a crossroads.

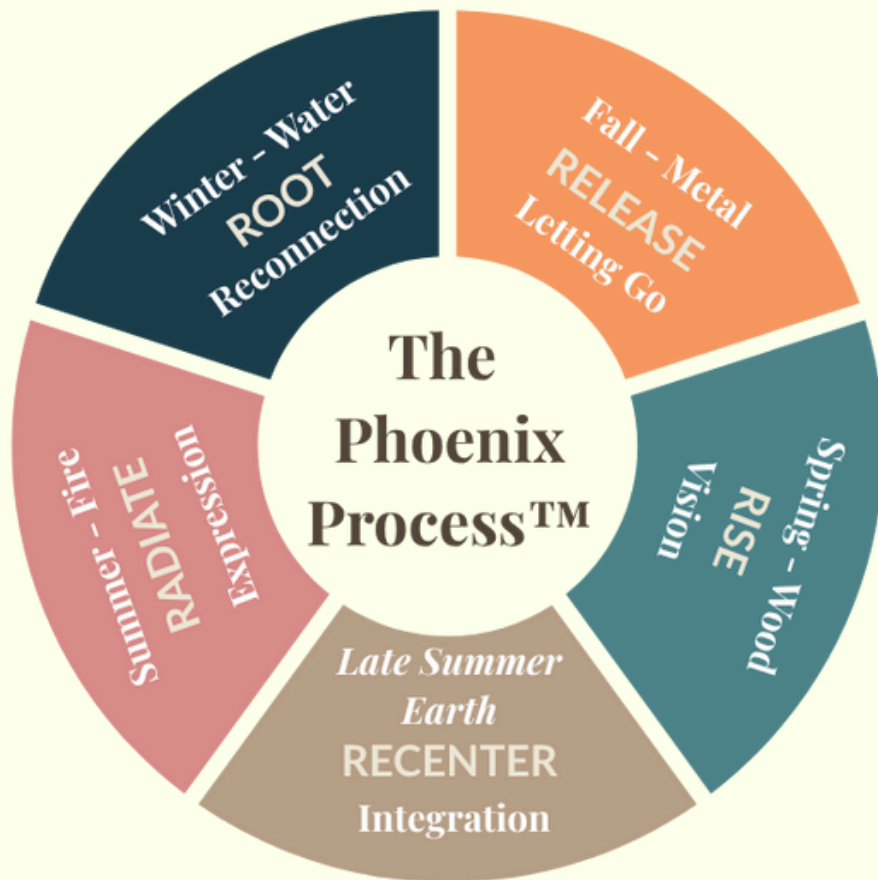
In the pages that follow, you'll begin to see yourself not as someone who's lost her way—but as a woman being called back to her power. Whether you're craving clarity, healing, passion, or purpose, this guide is your invitation to begin.

**Welcome to the journey of becoming
Purposefully You™—rooted, radiant, and ready to rise.**



The Phoenix Process™: A Seasonal Map for Midlife Reinvention

Just like nature moves through seasons, so do we.
The Phoenix Process™ is my signature 5-phase reinvention method rooted in Traditional Chinese Medicine and the emotional rhythms of transformation.



Whether you're releasing old patterns, reconnecting to your truth, or stepping into the next version of yourself — this process meets you where you are and helps you rise with clarity, courage, and soul.

Your Season of Reinvention: The Phoenix Process™

In midlife, the most radical thing you can do is pause and ask:
Where am I in my personal process of becoming?
For years, many of us have powered through pain, put others first,
and silenced our own desires. But true reinvention begins when you
finally listen to what your soul has been whispering all along.

The Phoenix Process™ is a five-phase framework inspired by
Traditional Chinese Medicine (TCM) and the emotional seasons of
transformation. Each phase reflects a core emotional need,
elemental energy, and soulful invitation. Your journey doesn't
happen all at once — it unfolds rhythmically, in cycles.
you.

In the pages ahead, you'll explore each phase of the Phoenix
Process™ — not as a rigid formula, but as a living rhythm.
You may find yourself in one phase, or dancing between a few.
There's no wrong place to begin — only the invitation to honor
where you are.

Let your current season guide your next step... and trust that each
one is part of your rising.

Take the Quiz

Want to discover which Phoenix phase you're currently in — and
what kind of support or ritual will serve you best right now?

What is your season of reinvention?

Let your inner season guide your next step.



The Five Seasons of Reinvention

Rise | 🌱 SPRING | Wood Element

Theme: Purpose & Vision

Season of Reinvention: Planting the Seed

Description:

Spring is a time of awakening. As nature pushes forward with growth and direction, so do you. This season is about reconnecting with your purpose, vision, and inner drive. It's time to say yes to what's calling and create space for what's possible.

Reflection Prompts:

- Where in my life do I feel the urge to grow?
- What vision have I been afraid to claim?
- What boundaries or structures would support my expansion?

Journal Prompt:

“If I fully trusted my purpose, I would...”

Seasonal Ritual:

🌱 Clarity Walk – Take a solo walk outdoors. As you move, ask yourself:

What do I want to create this season of my life? Pause, breathe, and let answers arise naturally. Write them down when you return.





The Five Seasons of Reinvention

Radiate | 🔥SUMMER | Fire Element

Theme: Passion & Joy

Season of Reinvention: Radiant Expression

Description:

Summer invites you to fully express who you are with joy, courage, and authenticity. Fire is about connection, laughter, and letting your heart lead. In this season, reinvention becomes embodied—it's not just an idea, it's how you show up and shine.


Reflection Prompts:

- What lights me up and makes me feel most alive?
- Where am I holding back in fear of being “too much”?
- Who or what brings more joy into my life?

Journal Prompt:

“I feel most alive when I...”

Seasonal Ritual:



🔥 Heart Circle – Share a meal, tea, or sacred space with someone you trust. Speak from the heart—what you're dreaming of, what's blooming in you. Let your words be a celebration of your becoming.



The Five Seasons of Reinvention

Recenter | 🌿 LATE SUMMER | Earth Element

Theme: Self-Care & Nourishment

Season of Reinvention: Coming Home to Yourself

Description:

This is the season of grounding. Earth reminds you that lasting transformation is nurtured through stillness, support, and soul nourishment. Instead of pushing forward, you pause to tend to your needs and integrate what you've begun.

Reflection Prompts:

- Where do I feel depleted or overextended?
- How can I better care for my body, mind, and spirit?
- What habits feel nourishing and supportive?

Journal Prompt:

“My body, mind, and heart are asking me to...”

Seasonal Ritual:

🍵 Sacred Self-Care Evening – Prepare a slow, nourishing evening: warm bath or tea, screen-free time, candlelight, and journaling.

Ask yourself: What do I truly need right now?



The Five Seasons of Reinvention

Release | 🍁 FALL | Metal

Theme: Letting Go & Clarity

Season of Reinvention: Releasing the Old

Description:

Autumn invites you to release what no longer serves you. Metal brings refinement, helping you clear emotional clutter, outdated stories, or roles you've outgrown. This isn't about loss—it's about creating space for truth, clarity, and sacred simplicity.

Reflection Prompts:

- What am I ready to release, forgive, or say goodbye to?
- What am I holding onto out of habit or fear?
- What truth is trying to rise in the quiet?

Journal Prompt:

"I release the need to..."

Seasonal Ritual:

🍁 Letting Go Ceremony – Write down what you're ready to release on slips of paper. Burn or bury them with intention. As you do, say aloud:

"I release this with gratitude and grace."





The Five Seasons of Reinvention

Root | 💧 WINTER | Water Element

Theme: Intuition & Soul Searching

Season of Reinvention: The Deep Return

Description:

Winter is the season of turning inward. Water invites you to pause, rest, and reconnect with your inner wisdom. In stillness, you find clarity. In darkness, you hear your soul's quiet voice. Reinvention here is slow, sacred, and deeply personal.

Reflection Prompts:

- What am I being invited to feel, rather than fix?
- What truths do I know, but haven't yet honored?
- Where am I being asked to soften, listen, or surrender?

Journal Prompt:

“My inner voice is quietly telling me...”

Seasonal Ritual:

🕯️ Darkness + Light Practice – Light a single candle in a dark room. Sit in silence. Let your thoughts settle. Ask:

What part of me is asking to be seen, loved, or healed?

Journal what arises.



Journaling Space

A blank, lined page for journaling. The page has a torn orange border and a white spiral binding at the top. The main area is filled with horizontal lines, providing space for writing.

You Don't Have to Do This Alone, I'm Here

This guide is just the beginning.

You've started listening inward. You've explored your energy, your needs, and the rhythms calling you forward. That's powerful.

But you don't have to do this alone.

Reinvention isn't about fixing what's broken—it's about remembering who you are and rising with clarity, compassion, and courage.

If you're ready to go deeper, I'm here to walk with you.

✨ Ways to Continue Your Journey

◆ 1:1 Coaching: The Phoenix Path™

A private, 6-month transformation journey designed to help you reconnect to your body's wisdom, clarify your purpose, and rise from the inside out.

Includes Elemental mapping, personal rituals, and full-spectrum support.

◆ Group Experience: 🔥 The Phoenix Circle™

A nurturing and inspiring space to explore midlife clarity with other women walking the same path.

Seasonal coaching themes, live circles, and community connection

◆ Digital Resources & Challenges

Explore your energy and mindset with beautifully designed tools like:

- 21 Days to an Empowered State of Mind
- Midlife Element Quiz & Ritual Guides
- Membership Opportunities



Author & Coach

Midlife Reinvention Coach | Founder of Purposefully You™

Devon Verneti is a Midlife Reinvention Coach, speaker, and former acupuncturist with over 15 years of experience helping women heal from the inside out. Her work blends Traditional Chinese Medicine (TCM), transformational coaching, and soulful self-inquiry to support women through one of life's most powerful turning points: midlife.

After building a thriving acupuncture and wellness practice, Devon found herself in her own season of deep questioning. She realized that midlife wasn't a breakdown—it was a call to rise. That calling became Purposefully You™, a coaching practice devoted to helping women reconnect to their clarity, confidence, and calling through modern tools and ancient wisdom.

Devon's approach is grounded in compassion, body-based wisdom, and a belief that transformation doesn't have to be dramatic to be meaningful. Whether you're navigating a career shift, identity transition, emotional fog, or spiritual awakening, she meets you where you are—with tools that honor your past and empower your future.

Through her signature 1:1 coaching programs, group circles, retreats, and digital experiences like this guide, Devon helps women remember: **It's not too late. You are not too much. And the life that's calling you forward is one you're fully capable of claiming.**

👉 Follow along on Instagram: [@purposefully_you_coaching](https://www.instagram.com/purposefully_you_coaching)

👉 Learn more: www.purposefullyyou.com

👉 Take the next step: [Explore Coaching Programs](#)

You are not too late.

You are not too much.

This is your time to rise.



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