

RACHEL LANKESTER

Ageism Disruptor, Author, Midlife Mentor, Podcast Host

ABOUT ME

I'm founder of Magnificent Midlife, an online hub celebrating and empowering women 40+. I disrupt negative and outdated ageist, sexist stereotypes and narratives about being an older woman.

My mission is to enable women to create and live a positive and empowering new narrative when it comes to menopause and ageing.

After a diagnosis of early menopause at 41, followed by a period of soul-searching as I adjusted to this, I scratched my own itch and created resources I was unable to find, to help other women.

The Magnificent Midlife world includes a book, a podcast, 1-1 and group mentoring, an online membership, The Mutton Club e-zine, all to help midlife women refresh, re-energize and refocus so they can live a magnificent next chapter.

My own midlife reinvention came after a successful career in communications, which took me all over the world, including 3 years working in New York and as communications manager for a FTSE 100 company.

I'm available for media opportunities, expert comment, guest posts, event panels, interviews and features on:

- **Rebranding menopause and midlife**
- **Challenging ageism, society's and our own**
- **Writing a book**
- **Midlife reinvention/career change**
- **Creating your magnificent next chapter**
- **Midlife angst and how to move past that**
- **How to thrive in your empty nest**
- **Hosting the Magnificent Midlife podcast**
- **Natural remedies for menopause**
- **Coping with early menopause**
- **Starting a business at 50+**



www.magnificentmidlife.com

www.themuttonclub.com

STATS

THE MUTTON CLUB

MONTHLY WEBSITE PAGE VIEWS: 30+k

DOMAIN AUTHORITY 35



6.6k followers

facebook.com/magnificentmidlife/



7.4k followers

twitter.com/MagnifMidlife



1 million monthly viewers

pinterest.co.uk/MagnificentMidlife1/



4k followers

instagram.com/magnificentmidlife/

CONTACT INFORMATION

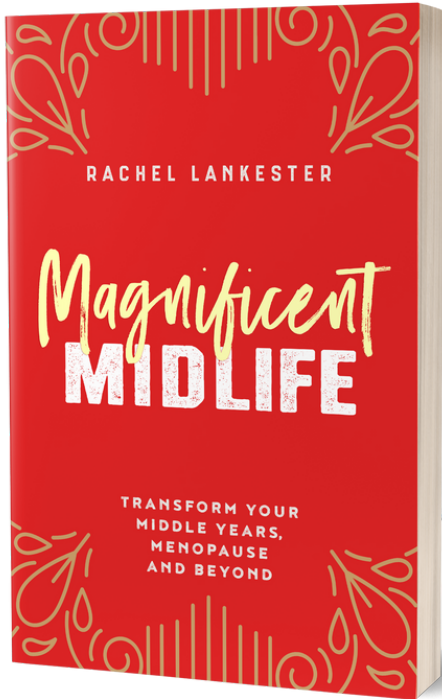
info@magnificentmidlife.com

MY BOOK

"In this life-changing book, Rachel Lankester unpicks the accepted status quo and negative stereotypes associated with women's midlife and aging. She offers us a radical research-based rebranding of midlife and menopause, highlighting the possibilities inherent in this transformational time in a woman's life.

Far from menopause being the beginning of the end, it can be an exciting catalyst for a more fulfilling next chapter. The reader is empowered and provided with resources to get the messy stuff sorted; then guided through a step-by-step blueprint to create a truly magnificent midlife—and beyond.

Whether you're perimenopausal or post menopause, or you just want to understand what women face, this book will challenge you to think differently about aging, and what midlife and menopause represent. Be prepared not scared!"



MY PODCAST

9 Seasons, 80+ Inspiring Guests

Celebrating women in midlife and beyond.

Bashing negative stereotypes about being an older woman.

Talking about issues that matter.



My favourite dog w... 17 Apr 2021

★★★★★

Midlife Makeover Sam

Most of the time when I'm walking my dog I enjoy the company of friends or family but on those days when your head is frazzled, midlife anxiety is high, then it's Rachel to the rescue. This podcast and the guests always bring a smile to my face and I know I'm in great company!

MEDIA COVERAGE

THRIVE GLOBAL - Rachel Lankester: "Done is better than perfect."

AUTHORITY MAGAZINE - Rachel Lankester: Second Chapters: How I Reinvented Myself In The Second Chapter Of My Life

BBC RADIO WOMAN'S HOUR - Good Menopause Experiences

SHEERLUXE - Everything You Need To Negotiate A Magnificent Midlife

THE AGE BUSTER - The End Of Fertility Is An Incredibly Fertile Time

GLOBAL NEWS RADIO 980 CKNW - Rachel Lankester joins Maureen McGrath on The Sunday Night Health show to talk about empowering women.

TATLER HK - How To Feel Better In 5 Minutes Flat

THE HUFFINGTON POST:

10 Women Celebrate Life After Menopause: 'We're Off The Oestrogen Roller Coaster'

Perimenopause: What To Expect During The Final Years Of Your Periods

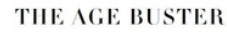
Top 10 Websites To Help You Find Relief In The Menopause

Holidaying With Parents As An Adult: 5 Highs And Lows You're Bound To Experience

What It Helps To Know About Perimenopause

Five Menopause Myths And Top Tips

What I Learnt From A Month Off Alcohol



SOME OF MY GUEST PODCAST APPEARANCES

- **We Should Talk About That** - Magnificent Midlife and Menopause
- **Experience 50** - Is that ageism?
- **Hot Flashes & Cool Topics** - Women empowerment and the midlife movement
- **Zestful Aging** - How can two white women of privilege talk about Black Lives Matter
- **Twisting The Plot** - What women in midlife need and who we can become as we age
- **Messy Middle Road Trip** - How to have a magnificent midlife
- **The Broad Experience** - Ageism in the workplace
- **Menopodcast** - Menopause initiatives in the UK and Coping with an HRT shortage
- **Out Of The Bubble** - Having a magnificent midlife
- **Another Door** - Life after redundancy
- **Radio Gorgeous** - Being gorgeous as we age
- **Midlife A-Go-Go** - Smashing midlife stereotypes
- **FKU50 Podcast** - A man's guide to menopause

FEATURES

AUTHORITY MAGAZINE

Rachel Lankester: Second Chapters; How I Reinvented Myself In The Second Chapter Of My Life

Photo: Rachel Lankester

Twitter Facebook LinkedIn



Authority Magazine



Prima Magazine

Reaching menopause can be empowering

Rachel Lankester, 54, originally from Birmingham, reached the menopause at 41. She's since set up a podcast and members club, *Magnificent Midlife*, to help women embrace life post-menopause.

"I wish I'd known it wasn't a time of loss, as we are taught to believe. Rather, it's an opportunity for us to take stock and work out what's next," says Lankester.



Rachel Lankester

"It's not the time to start fighting our wombs, but rather to go with the flow – or lack of it," she adds. "For me, perimenopause was a gift, even though it meant my period stopped 10 years earlier than normal, the end of my fertility has become the most fertile time of my life, and being off the oestrogen roller coaster is brilliant."

Huffington Post

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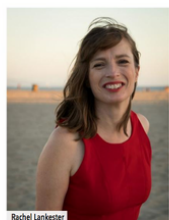
A BRAND NEW DIRECTION

Midlife is often when we start thinking we want something different from our lives. These two mentors have ideas for you!

By Kay Newton

RACHEL LANKESTER, UK

An early menopause at 41 prompted Rachel Lankester to start questioning everything about herself and her future role in the world. She went on to launch *Magnificent Midlife* (*MagnificentMidlife.com*), a platform to celebrate and empower women in midlife and beyond.



Rachel Lankester

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Rachel and I both agree there is nothing like a pandemic to make you realise exactly what does and doesn't matter, and what you actually need! It also reminds you daily of your own mortality.

"I reckon the biggest impact of COVID-19 will be that we have had the time and environment in which to contemplate a new 'normal' for both the world and ourselves," says Rachel, who is also the editor of *The Mutton Club* e-zine and the host of the *Magnificent Midlife* Podcast.

She adds: "I don't find this depressing. I find it really exciting. Finally, the world seems to be waking up to the possibilities of difference. I don't want to go back to 'normal'. I was already determined to make my life the best it could possibly be, but now I feel even more inspired to just get on with it!"

The 53-year-old believes the lockdowns around the world may have restricted our movements

JULY 2020

"It's not how strong you are that determines your survival, but the extent to which you are able to adapt to change"



but that doesn't need to restrict planning the next chapter of our lives. "Darwin proved long ago that it's not how strong you are that determines your survival, but the extent to which you are able to adapt to change," she points out.

Use Rachel's tips to move towards the new chapter in your life:

Start with your values. Find a good extensive list – Brené Brown has a great one. Take time to work out your top three. There's no point in creating a sparkly next chapter that isn't aligned with your values.

Understand your strengths. We often go through life focused on improving our weaknesses. But if we can align what we do with what we're best at, we're likely to be happier. The Clifton Strengths Finder is fantastic.

How do you want to feel in various areas

JULY 2020

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of your life? Career, money, home, fitness, food, sensuality, community, faith? Danielle LaPorte's *Desire Map* work is great for this. Brainstorm feeling words that inspire and empower you. What feelings do you not want to feel? Write them down. **Create your Chuckle List** (the opposite of a Bucket List). What don't you want? What do you never want to do ever again? Just write whatever comes to mind. **Start dreaming.** You're never too old and it's never too late. Make an inventory of all that you love doing and all that you're good at. Your magnificent next chapter lies in the intersection between the two – your *ikigai* as the Japanese call it. It's thought to be the secret to a long and happy life, and centres on making life meaningful.

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eShe Magazine

PODCASTER

'I have to remind myself that this is actually my job'

Rachel Lankester, 53, lives in London.

As I sip my mint tea and chat to yet another fascinating woman, I have to remind myself I'm working. It feels like an intimate conversation, but I'm actually recording an episode of my podcast (an audio show, like a radio programme, that you listen to via the internet).

It all started when, at 41, as my husband, Mark, and I were trying for a child, we discovered I had gone into early menopause. I was devastated, not just because I would no longer be able to have a baby, but everything I'd seen about midlife seemed to be negative.

But as the months went by, I began to realise women are vital, interesting and as full of life as ever, no matter what our hormones are up to. Inspired, I quit my job,

and last year I started my podcast (with the help of Mark's technical expertise). I love the freedom that a podcast offers to listeners – they can pick and choose when and what they want to listen to. I now have 12,000 'unique downloads', so people are definitely listening to what I do!

One recent interviewee, Darcey Steinke, author of *Flash Count Diary*, explained that whales, who also go through menopause, have a whole new role in their pod after the change. They're seen as more valuable as leaders rather than breeders. It's about time humans caught up! magnificentmidlife.com



Rachel's been inspired by others



Magnificent Midlife Podcast

Embracing a whole new role

Woman's Weekly 21

Woman's Weekly