

DIANA URSACHI - COACH. THERAPIST. SPEAKER

Game Changers for Your IVF Success

Your guide to clarity, calm &
confidence through treatment

INFO@FERTILITY-COACHING.CH



This Guide Is For YOU If...

- You're overwhelmed by the sheer number of decisions, appointments, and unknowns that come with fertility treatment.
- You're doing your best to stay hopeful, but the emotional highs and lows are starting to take a toll.
- You find yourself constantly Googling information on IVF only to feel more confused and anxious afterward.
- You want to support your body and mind, but you're not sure where to start - or what advice to trust.
- You feel like no one around you fully gets what you're going through.
- You want to support a dear one, but don't know how.

Hi, I'm So Glad You're Here,



I am Diana, a certified coach and therapist, member of the **European Society for Human Reproduction and Embryology** ([ESHRE](#)), based in Switzerland.

At 36 I became a mother of twins through IVF, after years of setbacks and uncertainty.

I know what it is like to navigate 3 rounds of treatment after a cancer diagnostic, while managing a career, staying socially connected, emotionally available and hopeful despite failures.

The **tools, tips, and perspective shifts** that I included in this guide have helped many of my clients (and me, personally) to feel more centered, hopeful, and less alone along the way.

You may want to share this guide with close ones - so they can better support you on this journey.

You are doing something incredibly hard - and you're still showing up for it every day. My heartfelt wish is for you to achieve your dream as swiftly and smoothly as possible!



European Society of Human
Reproduction and Embryology



Diana Ursachi

Fertility Coach & Somatic Therapist

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My Approach:

Personal. Compassionate. Evidence-based.



Think of IVF as a Marathon, not a Sprint

IVF success rates are cumulative. They increase over the course of 3 full treatment cycles.

This isn't treatment failure—it's how biology works. Understanding this can help you pace yourself, build stamina, and recover more easily from setbacks.



Shop Smart: Not All Clinics Are Created Equal

Before committing to a fertility clinic, take time to compare their success rates - especially those specific to your age and health profile. It can feel tedious, but it's well worth the effort.

Why? Because clinics define success in different ways:

- Some count positive pregnancy tests.
- Others count only live births.
- Some report outcomes per treatment cycle.
- Others average results across multiple cycles per patient.

For meaningful comparison, look for:

- Live birth rates (not just pregnancy rates)
- Results per individual cycle
- Data for your specific age group and medical context.

Success rates vary widely with age, so doing your homework now can save you time, money, and disappointment later.



Your Stress Is Not the Cause of Treatment Failure

Let's clear this up: there's no scientific evidence that stress reduces fertility or causes IVF failure.

Stress can lead patients to drop out of treatment, and to make poor lifestyle choices which can make conception more difficult:

- poor diet
- sedentary lifestyle
- smoking, alcohol & drugs consumption, etc.

But stress in itself is **not** a biological cause of infertility.

You may hear stories of women quitting stressful jobs and getting pregnant the following month.

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While this is true for some, there are likely many more women who have quit their jobs and have not conceived. (ESHRE)

So, if you're stressed & anxious, that's understandable. It doesn't mean you're sabotaging your chances of success.

Next time someone tells you to "just relax and the baby will come", feel free to roll your eyes or smile politely, and then go do something that actually helps you feel better.



Fuel Your Fertility

No fad diets, no miracle superfoods, just evidence-based advice. Let's skip the snake oil - here's what research supports:

DO focus on:

- A Mediterranean-style diet: rich in fruits and vegetables (aim to eat as many colors as possible), whole grains, legumes, fish, and **poultry** (linked to better IVF fertilization rates).
- The type of carbs in your diet is more important than the amount: some sources of carbs - like vegetables (other than potatoes), fruits, whole grains, and beans - are healthier than others.
- Hydration - preferably water, not sugar-sweetened beverages.

AVOID or limit:

- **Sugary drinks** (linked to lower sperm quality and reduced fertility)
- **Red and processed meats** (linked to poorer IVF outcomes)
- **Soy and soy-based food** intake (moderation is key).

Coffee: No need to quit if you love it. 1–2 cups a day (totaling under 200mg caffeine) is generally safe in pregnancy, unless your doctor says otherwise. Don't forget caffeine hides in tea, soda, and energy drinks too.

The Harvard Healthy Eating Plate

Check out the Healthy Eating Plate below for a clearer picture of balanced nutrition. You can print it out and keep it at eye level in your kitchen. Available [here](#) in 25 languages.

HEALTHY EATING PLATE

HEALTHY OILS
Use healthy oils (like olive and canola oil) for cooking, on salad, and at the table. Limit butter. Avoid trans fat.

WATER
Drink water, tea, or coffee (with little or no sugar). Limit milk/dairy (1-2 servings/day) and juice (1 small glass/day). Avoid sugary drinks.

VEGETABLES
The more veggies – and the greater the variety – the better. Potatoes and French fries don't count.

WHOLE GRAINS
Eat a variety of whole grains (like whole-wheat bread, whole-grain pasta, and brown rice). Limit refined grains (like white rice and white bread).

FRUITS
Eat plenty of fruits of all colors.

HEALTHY PROTEIN
Choose fish, poultry, beans, and nuts; limit red meat and cheese; avoid bacon, cold cuts, and other processed meats.

STAY ACTIVE!
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www.hsph.harvard.edu/nutritionsource

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BMI & Fertility: A Full, Shame-Free Picture

Let's ditch the shame and talk science.

If your BMI is over 30:

- **In women:** It may disrupt ovulation (e.g., due to PCOS) and impair the uterine lining (endometrium), making embryo implantation more difficult.
- **In men:** It's linked to lower sperm count, motility, and long-term health risks for future children.

If your BMI is under 18.5:

Your body may interpret this as a famine state and stop ovulation. Basically, it prioritizes survival over reproduction.

Finding balance - not extremes - is the key.

The good news? Even a 5–10% weight loss can significantly improve hormone levels and fertility markers.



Supplements: Trust Your Doctor, Not the Internet

If there were a magic pill for fertility, trust me, it would be sold out everywhere and headline the evening news. There isn't, but a few supplements have solid scientific backing!

Women:

- **Folate (Vitamin B9)**

This is crucial during early pregnancy, to reduce the risk of birth defects of the brain and spine.

You should start taking it at least a few weeks before attempting to conceive.

Men:

- **Lycopene** (found in tomatoes)
- **Cryptoxanthin** (found in orange and red fruits/vegetables)

Both:

- **Omega-3**
- **Vitamin D**
- **Antioxidants** (such as Vitamins C & E)
- **Micronutrients** (Selenium, Zinc)

More isn't necessarily better! Check with your doctor before taking anything new. Some "natural" options may interfere with treatment - or backfire entirely.



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Alcohol & Drugs: Let's Be Clear

There's NO safe level of alcohol during pregnancy - and the same goes for recreational drugs.

These substances are linked to:

- Miscarriage
- Low birth weight
- Stillbirth
- Preterm labor
- Fetal Alcohol Spectrum Disorders (FASD)
- Long-term developmental problems for the child.

You may need help quitting or cutting back, and that's OK. Reach out to your doctor, a therapist, or local support groups for information on support options. Many are free, confidential, and truly life-changing!



Movement = Mood Medicine

You don't need to run marathons to benefit from movement.

In fact, 15 minutes of running or 60 minutes of walking a day has been shown to reduce the risk of major depression (Harvard Medical School).

Not a fan of gyms? I hear you.

Try instead:

- Yoga or Pilates
- Walking or Hiking
- Dance classes. Recent research shows that dance may well outperform other workouts in reducing anxiety and boosting emotional well-being, among many other benefits! (Faculty of Medicine and Health - University of Sydney)



Create Something You Control

Infertility treatment often makes everything feel uncertain. Balance that by doing something where you feel in control, can see quick progress, and ideally, where your senses take precedence over your mind.

This will also bring you into a state of mindfulness, without having to “work” for it.

Try:

- Pottery, Gardening (planting a balcony garden counts, too)
- Sewing, Knitting,
- Cooking; trying out new Fragrances (create your own perfume; sample new essential oils for you diffusing lamp)
- Creating and dancing to music
- Painting, rearranging a room, or taking on a DIY project you’ve been postponing.

Neurodivergent tip: Creative, focused tasks are a great mindfulness workaround if sitting still or meditating isn't your thing.

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Create Calm from the Inside Out

Calm is often a rare commodity for people going through infertility treatment.

This simple, sensory reset helps you shift focus from worries and rumination, to what's actually happening right now. No app required. Plus, you can do it everywhere.

- Look at 3 things, and settle your gaze on each for at least 10 seconds
- Focus on 3 sounds, one at a time, for at least 10 seconds
- Focus on 3 things you sense (touch, temperature, heart beating, food getting digested, etc.), also for 10 seconds each.

When you have the time and find yourself in a comfortable space, check out the following relaxation technique from the [Gottman Institute](#):

The Five Secrets to Calming Yourself

- 1. Get control of your breathing.** When you are flooded, you will find yourself either holding your breath or breathing shallowly. Sit or lie down comfortably. Alter your breathing by taking deep, regular, even breaths. Take your time inhaling and exhaling.
- 2. Find areas of muscle tension in your body.** First, tense each group of muscles and then relax them. Start with your legs, then move up to your back, arms, shoulders, neck, and face, focusing on your jaw and forehead.
- 3. Let the tension flow out of each muscle group and feel its heaviness.**
- 4. Let the tension flow out of each muscle group and feel its warmth.**
- 5. Focus your attention on a calming vision .** Try imagining a comforting place, like a forest or a beach. Visualize this place as vividly as you can while you breathe calmly.

Remember to:

- Breathe deeply and evenly from the belly.
- Tense specific muscle groups, hold the tension, then relax.
- Feel the natural heaviness in your relaxed muscles.
- Feel the warmth in your relaxed muscles.
- Imagine a soothing visual image





Bonus Tip

#1

Limit your intake of Social Media, Google, ChatGPT

Seeing yet another baby bump or ultrasound post? That emotional gut-punch is real. Muting notifications and stepping away from any triggering social media posts is an act of self-love.

If unplugging feels hard, you're not alone. There are plenty of apps designed to help you take breaks from screen time.

Or go old school: if you live with someone who understands what you're going through, ask them to gently step in and hold onto your phone when you need a break.

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Also, beware of advice from influencers, forums, or even AI. If there were a secret fertility sauce, the infertility community would've bought it, bottled it, and bragged about it.

Bonus sanity-saver: ChatGPT may hallucinate (generate false information). Google, too. Trust science and lived experience - not clickbait.



Bonus Tip

#2

Find your tribe

Infertility can be isolating.

Find a friend who listens without fixing, a support group, coaching circle, or a community where you feel understood.

Connection is medicine. Don't underestimate the healing power of:

- Laughing with people who get it
- Venting and freaking out without being judged
- Learning coping tools from those walking the same road

What **people, groups, organizations** could support you?



Bonus Tip

#3

Let Boundaries Be Your Buffer

You don't have to go to baby showers.
You don't have to explain your treatment schedule, or why you don't "just adopt, instead of going through this".
It's absolutely okay to say, "I'm not up for talking about that today."

What events/family functions do you want to pass on this month?
What people should you set boundaries with or disengage with (at least temporarily) ?



Bonus Tip

#4

If partnered: Create Opportunities for Connection, Beyond Parenthood

Pick one activity below and turn it into a weekly ritual (or more often, if you'd like)

- Set aside 30 minutes for a “No Baby Talk” evening, just the two of you, enjoying time without fertility-related discussions.
- Try out Esther Perell’s “Where Should We Begin” game of stories. The 200 story cards will spark deep conversations, connection, and play.
- Pick out another activity that you both enjoy, and can turn into a weekly ritual:



Bonus Tip

#5

Journal (by Hand if You Can)

Writing can move you from rumination to reflection, and from despair to problem-solving.

Research shows that journaling helps reduce anxiety and depression. Handwriting, in particular, activates brain regions that support memory, insight, and emotional processing.

Try this: **"What do I need most today?"** Let the pen take it from here.

Journaling Prompts for Clarity & Coping

1. What's my "why" for wanting to become a parent, my deep emotional reason for pursuing it?

2. What aspects of my current situation are within my control?

3. What support / resources do I need to achieve my goal, and how can I acquire them?

4. Who will be my biggest supporters along the way?

5. How will i celebrate small victories along the way to my goal?

6. How will I find inspiration and motivation when I hit a roadblock or experience loss?

7. How satisfied am I with my life / my couple's relationship right now, on a scale from 1 to 10? Why this number?

8. What am I postponing for treatment (hobby, travel, social commitment, etc.) and what's one small way to reclaim it?

9. What would I tell a friend in my shoes?

10. What do I want my future self to remember about me during this time?



Client Testimonials*

*Written by clients of Diana's 1:1 coaching and shared with permission:

SANDRA & ALEX

“Before working with Diana, intimacy felt like a task on our fertility checklist. She helped us reconnect, beyond the pressure of trying to conceive.”

SARAH B.

“Balancing IVF and full-time work was hard. Diana helped me prepare and find moments of calm in the chaos.”



ERWIN M.

“Working with Diana, I felt truly heard and never judged.”

My Approach:

Personal. Compassionate. Evidence-based.

Want to go deeper?

At <https://fertilitycoach.care> you can explore 1:1 Coaching, Group sessions, or the comprehensive online Course designed to support people going through infertility treatment.

Get a FREE preview of the online course [here](#).

I look forward to hearing your story!



Contact:

info@fertility-coaching.ch

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