JULIA CASTELLI

SHOW ME YOUR DIAMOND

A 7-Step Guide to Finding Your Inner Light





Show Me Your Diamond A 7-Step Guide to Finding Your Inner Light

by Julia Castelli, the Queen of Diamonds

It's a crisp January evening, 1983, and she's lying on the sofa, wrapped in a thick blanket for warmth, as the heating isn't on in the living room of this communist-era concrete building. The town, Radomir, about 40 km from Bulgaria's capital, is small—far too small for her dreams. But for now, it will do.

Her blonde hair falls below her shoulders, and her brown eyes are locked onto the pages of the latest Danielle Steel novel. She's engrossed in tales of successful American women—independent, worldly, stylish, and living life on their terms. As she reads, she's transported to that distant, seemingly unattainable Western world, filled with excitement, opportunities, careers, money, and the freedom to travel—everything that feels so far removed from her reality in this communist regime. In her mind, the characters come to life, their vibrant world within her reach. She doesn't know how she'll get there, but she dreams of it vividly. Traveling to the West is forbidden, religion is prohibited but dreaming—dreaming is free. No one can take away her ability to see a brighter future.

That was me, long before the diamonds and stages. Just a girl with a book, a dream, and no idea how far she'd go.

In the following chapters, we'll delve deeper into the concepts of visualization and manifestation, which are crucial to me and my success. I've always been a dreamer, a visualizer, and a manifester, and I want to share with millions of people, especially young women, how to harness these abilities. We all have this power within us. Some of us need a coach to guide us, while others can discover it on their own. The key is to uncover, develop, and use it to benefit yourself and society.

In contrast to the abundance in the novel, the apartment is simple but clean. There are only two bedrooms, and Yulia shares one with her brother. At 13, she's eager to grow up, chase her dreams, and experience the life she reads about.

"Yulia, dinner is ready," calls Tatyana, her mother.

Her mother looks tired, working all day at the factory before shopping, cooking, and taking care of endless chores. Her father sits quietly, nursing a glass of rakia, his drink of choice. Yulia's mother, around 38, carries a few extra pounds—a protective layer, as I understand now through years of personal development and therapy work. Despite the added weight, her beauty shines through—her green eyes, blonde hair, and irresistible smile with dimples still make her likable. But the years and hardships have taken a toll.

Yulia, blossoming into a young woman, has big brown eyes that often seem too deep, as if they hold an ocean of emotions. She dreams of writing a book one day, a dream she's held onto for as long as she can remember.

Now, as her angels tell her it's the perfect time, she feels it deep in her soul. She's ready. She has a message to share with the world. And this time, she's acting—because without action, dreams remain just that. In this book, we'll explore the importance of acting, setting goals, and using real-life, tested techniques that have brought me to where I am today.

You'll notice throughout this book that I often talk about diamonds, shine, sparkle, jewels, and gems. This isn't just because I love them, but also because I've spent over two decades in the diamond and jewelry industry. I've worked for and with most of the top luxury brands globally, quickly rising to the top in each role when I was employed and rising still when I worked with the brands as a consultant, having built a successful business on my own since 2007. My journey taught me I'm quite unemployable, as I can't have anyone telling me what to do. Teaching high-ticket sales is something I want to pursue in the future, perhaps in another book. There's so much I want to share with you, dear fellow Diamond Soul.

Being dubbed the Queen of Diamonds, the Sherlock Holmes of Diamonds, and the Diamond Huntress by my clients and industry professionals is a stark contrast to where I started. I wasn't born with a silver spoon in my mouth. My acceptance into the male-dominated diamond industry proves that anything is possible if you believe in yourself and work hard. Or even betterwork smart.



PART 1: DISCOVERING YOUR DIAMOND SOUL

CHAPTER 1: THE CONCEPT OF THE DIAMOND SOUL

First, I want you to know that you have a Diamond Soul. We all do. When I say Diamond Soul, I'm referring to the inner qualities that define us as humans—resilience, purity, and strength, much like the characteristics of a diamond. A Diamond Soul reflects the highest level of human nature, embodying integrity, moral clarity, and the ability to endure and thrive in the face of adversity.

Growing up in communist Bulgaria and Russia had its fair share of challenges. Overcoming these adversities polished my inner diamond, and I'll be sharing some of those experiences along the way. Though I came from a background shaped by communism and scarcity, by the time I left Bulgaria, life had changed—and so had mine. I had a stable job, my own apartment, and a life many would consider good. But my soul craved more. The Diamond Soul concept is as multifaceted as the gems I source and sell. It is an inspirational ideal, encouraging people to cultivate their best qualities and stay true to their values despite life's challenges. This concept highlights the potential for personal growth and transformation, suggesting that, like diamonds formed under pressure, people can emerge stronger and more refined through their experiences.

Many of my coaching and therapy clients, as well as my own experiences, have endured significant struggles—sometimes deep traumas—yet they never gave up. Their decision to seek my guidance shows their strength and desire for growth and transformation.

Most of our struggles stem from limiting beliefs. As a coach and therapist, I've seen how these beliefs can shape a person's reality, often without them even realizing it. These deeply rooted beliefs act like invisible chains, keeping individuals stuck in patterns of self-doubt, fear, and unfulfilled potential. Through the therapy I practice, we dive into the subconscious mind, where these beliefs reside, uncovering their origins and dismantling them at their core. This process is like removing layers of grime from a precious diamond—once these limiting beliefs are identified and transformed, the true brilliance of your inner self begins to shine. The misconceptions of your past no longer hold you back; instead, you're empowered to step into a future defined by self-belief, clarity, and purpose. In Show Me Your Diamond, I'll guide you through understanding and overcoming these limiting beliefs so you can unlock the full potential of your inner diamond.

More on limiting beliefs will be explored in Chapter 4



Denis was only 11 when his mother left him and his younger brother with their father, moving to another city with her new lover. Soon, their father brought a new woman into their home, and life became hell. During our hypnosis and regression sessions, Denis unearthed the horror of his childhood, and with each revelation, he began piecing together his scattered Diamond Soul. At 51, he's learning to polish the facets of his inner diamond, regaining the strength he lost to years of people-pleasing and allowing others to dictate his life. My role is to help him recover his inner force, reconnect with his purpose, and reclaim his authenticity.

By revisiting parts of his past, Denis gained a deeper understanding of why he feels hopeless, why he struggles with relationships, and why he started pleasing people as a coping mechanism. The Diamond Soul is about mental and emotional resilience, essential for our well-being and success in all aspects of life—from personal relationships to professional endeavors. By aspiring to the Diamond Soul, we can cultivate perseverance, integrity, and positive development.

This is the technique I used to help Anna overcome her fears when she came to my therapy room in Wimbledon, London. At the tender age of 27, Anna had lost her strength, inner power, and ability to see the world positively. She had no desire to change, which isn't surprising given her upbringing with an alcoholic mother. Anna often went hungry, but what hurt most was feeling unseen, as if her needs didn't matter—as if she didn't matter.

As a therapist and coach, I see what my clients can't yet. I immediately recognized the potential within Anna—the little diamond inside her waiting to be uncovered. I knew it would take time to empower her to see it too, but I was determined to help her turn her fears and challenges into tools for growth.

Then there was Sophie. Her mother was highly critical, rarely praising but quick to point out mistakes. This made Sophie struggle with confidence and self-doubt—a challenge many of us can relate to. I wanted to remind Sophie that even though she felt powerless and doubted her strength, there was a remarkable potential within her, waiting to be rediscovered. Later in the book, I'll share techniques for recovering your inner power.

When I first met Sophie, I saw a glimmer of resilience and positivity inside her, much like a diamond waiting to shine. It's natural to face periods of doubt and difficulty. Still, these moments can also serve as opportunities for growth and self-discovery, like fingerprints on a shiny diamond that must be wiped away. Understanding is power, and once Sophie understood the root cause of her feelings of powerlessness, it was just a matter of removing those limiting beliefs.

Her story reminded me of my own. When I was her age, I was also going through a tough time. At 25, I moved to the USA with a master's degree in economics from the University of National and International Economy in Sofia, Bulgaria. However, I had little work experience and no legal papers to work in the States. Alone and more than 7,500 km from my family, I didn't know when I'd see them again.

I remember a cold, rainy day in January 2001, walking around Manhattan searching for a job. It wasn't easy after leaving behind a good life in Bulgaria. I had a stable job and a nice apartment, but I gave it all up, longing for adventure and driven by my inner fire. Despite my limited English, I had a clear picture of my ideal life. With only a tourist visa and the threat of deportation looming over me, I continued to search for a job. I was ready to do anything—wash dishes, babysit, clean houses—anything to stay and eventually bring my family over for a better life.

My savings dwindled, and anxiety set in. My parents, especially my mother, worried about my well-being and advised me to return to Bulgaria. I'm sure many people would have given up, returned home, or at least thought of a Plan B. But that wasn't an option for me. There was only one plan, one goal, one determination. When you have that laser focus, the Universe conspires to help you. And it did.

One day, I passed a luxurious boutique on 5th Avenue, a magical place called Chopard. I felt irresistibly drawn to it, as if the diamonds and jewels were calling my name. Although I didn't have the right clothes to step inside, I stood by the window, mesmerized by the glittering gems. I promised myself that one day, I would walk into such a store, not just as a customer, but as someone who truly belongs in that world. Soon after, my friend Radi quit her job at Soho Gem, a small boutique on Madison Avenue. She had her own New York fairytale unfolding—she was busy marrying her very own American millionaire. But before she disappeared into happily-ever-after, she introduced me to the owners, a lovely Russian–Jewish family, and this is where I began to learn about the world of jewels, gems, and the art of sales. It marked the beginning of my journey in the luxury industry. By pure chance, I found myself in this wonderful world, where I later built a fabulous career, realizing that banking is not the only respectable profession a woman can have.



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It wasn't easy. There were days I wanted to give up, days when I doubted myself, but I kept going, driven by my dream. I worked hard, learning everything I could about diamonds, gemstones, and luxury sales. Over time, I built a reputation for my expertise and integrity. Clients began to trust me, and I started to rise through the ranks. My big break came when I was offered a position at a prestigious luxury brand. Can you guess the name? Chopard!!!! From there, my career took off. I later worked at Chanel, Asprey and Garrard, Leviev, Sotheby's, and as a consultant and business introducer with Bylgari, Chatila, Moussaieff, David Morris, Piaget, Fabergé, and so many more.

I've worked with some of the most famous jewelry houses and traveled to the most exclusive destinations. I've met celebrities, royalty, and influential people. I've lived a life many dream of—but it all started with that little spark inside me, that inner diamond that refused to be dimmed by circumstances.

Now, I want to help you find your inner diamond. You might not have my background or experiences, but you have your own unique journey, and within you lies a diamond waiting to be polished and brought to the surface. Whether you're facing challenges, feeling lost, or simply looking for a way to shine brighter, this book is for you.

In the next chapters, I'll share the tools and techniques that have helped me, and many others uncover their inner diamonds. You'll learn how to overcome limiting beliefs, set powerful goals, and take action to create the life you desire. You'll discover that the diamond within you is more resilient, brilliant, and powerful than you ever imagined.

DISCOVERING MY INNER DIAMOND

Every journey to discovering one's Diamond Soul is deeply personal and unique. For me, it began with a profound realization: within each of us lies an untapped reservoir of potential, brilliance, and resilience—much like a diamond buried deep within the earth, waiting to be unearthed and polished to reveal its true splendor. In my case, it took sourcing the rarest, most expensive diamonds and gems in the world, wearing tiaras and millions of dollars of jewels, and selling them for my clients' enjoyment or investment to discover that...

I hope you enjoyed this taster chapter of my book. There's so much more I want to share to help you on your journey to unveil your inner diamond sparkle. If what you read resonates with you, sign up to receive the book's release date and put your name on the waiting list.

