

To Whom It May Concern,

Working with Ariel has saved me from my business. I love what I do, but at the time, my business had overcome me. Ariel helped me take control of my accounting agency, allowing me to grow it with joy instead of feeling overwhelmed by it. Today, I'm finally working on my business—not just in it—and it's been a transformational experience.

When I decided to hire Ariel, I was at my limit—overworked, frustrated, and unsure how to make progress. A trusted client recommended Ariel, and although I didn't have the time or energy to explore many options, I'm glad I went all in. What I needed was clear: someone to bring structure, accountability, and clarity to my business so I could prioritize, delegate, and create sustainable growth. Ariel delivered all that and more.

Tangible Results:

- **Key Employee Hire:** Ariel guided me in finding and hiring the right employee—a game-changer for my business. This has allowed me to delegate effectively and focus on growth.
- **Systematic Improvements:** We established a clear vision and mission, standard pricing, policies, and improved processes. These changes have made our work more efficient and enjoyable, enabling us to serve more clients while maintaining quality.
- **Business Growth:** In just one month, I onboarded over six new clients, reflecting a sustained increase in capacity and demand. Even with this growth, I've been able to improve my work-life balance and net income while providing benefits for my team.

Intangible Results:

Ariel's coaching has given me back margin in my life—time for walks, weekends free of work, and even stress-free vacations. My family has noticed the change, too. I'm more present, less irritable, and more energized at home, which has strengthened my relationships. Ariel also helped me shift my mindset: I now feel in control of my business and excited about growth rather than dreading it.

The Partnership Effect:

Ariel's unique coaching style stands out because she doesn't impose her methods; instead, she takes the time to understand my personality, my business, and my goals. She acts as a partner, providing insights and solutions tailored to me. Her ability to distill my thoughts and give them structure has been revolutionary, especially during our annual business vision and planning days. These sessions are not just productive—they're pivotal, enabling me to accomplish far more than I ever could on my own.

If you're considering hiring Ariel, I can't recommend her highly enough. I value efficiency, results, and directness, and Ariel brings all of that to her coaching. She challenges me when I need it, encourages me when I doubt myself, and consistently helps me achieve meaningful progress. Hiring Ariel is not an expense; it's an investment in both your business and your life.

Sincerely,
Greg Edlund
Owner of CFO Unlimited