

When I first started working with Ariel, I was stuck in a familiar trap - great at selling, but utterly unprepared for what it meant to truly *own* and run a business. I was living and dying by each sale, operating without structure, systems, or clear separation between my work and personal life. Coaching wasn't something I believed in or sought out. I'd interviewed a few coaches before and always dismissed the idea, until Ariel.

From our very first conversation, Ariel stood out. Her professionalism and approachable personality made it easy to open up, and what started as business coaching quickly became something deeper. I used to joke that Ariel was my "cheap therapist," but in truth, she helped me unpack years of mindset baggage that was holding me back - not just as a business owner, but as a person.

Over the past five years, Ariel has guided me through every stage of this transformation. She didn't hand me answers; she helped *me* discover them. She's been a set of guardrails—helping me think clearly, self-manage through chaos, and stay focused on what really matters. Her coaching style is friendly, open, and deeply intuitive. She listens better than anyone I know and genuinely cares about her clients' success—beyond the job description.

What started as an effort to shift my mindset from “salesperson” to “business owner” has evolved into something much bigger. I'm more positive, more grounded, and more resilient. I lead differently now—with clarity and confidence. And while I won't give her all the credit for who I've become, she certainly deserves a lot of it.

If you're great at sales but feel lost trying to build a real business—if you need help structuring not just your operations, but your *life*—Ariel is the coach for you. The best word I can use to describe this experience? *Journey*. And it's one I'd wholeheartedly recommend to anyone ready to grow.

—Nick Lerick