

To Whom It May Concern,

When I started working with Ariel in early 2022, my career was off to a strong start. I had already hit many of the goals I set for myself, but something was off. I wasn't feeling the same motivation or drive, and I couldn't quite figure out why. That's where Ariel came in.

From our very first conversations, it was clear that Ariel had a unique approach. She doesn't simply tell you what to do; instead, she asks the *right* questions. Sometimes, it's questions on top of questions. But they always lead somewhere meaningful. Within a short time, she helped me uncover the root of my stagnation, and from there, everything started to shift.

Since working with Ariel, my business has grown nearly fivefold. But beyond the metrics, what stands out is the clarity I gain in every session. I spoke with her just yesterday, and as usual, there was that "aha" moment; the one where everything clicks, and I understand why I've been feeling stuck. Her ability to guide you toward your own answers is what makes her coaching so powerful. Advice you give yourself, with the right prompting, is the advice that sticks and that leads to real, lasting success.

We joke and call her "Dr. Kopac" because working with Ariel often feels like therapy in the best way. She doesn't just help you improve your business; she helps you manage your mindset, clear the head trash, and grow as a person. I honestly don't know where I'd be without her. I can't talk about Ariel without adding this story. Two years ago, my brother passed away very unexpectedly. At the time, Ariel and I did not have an active coaching agreement. Yet, she was one of the first people I heard from, and she offered to talk to me without any payment. I still remember that talk I had with her on the porch during an incredibly tough time in my life/career. We had no personal relationship before she coached me; she just genuinely cared.

Ariel is much more than a coach. She's someone who listens deeply, guides with intention, and brings out the best in the people she works with. If you're ready to level up, not just in business, but in how you think and lead, there's no better partner for the journey.

Sincerely,

A handwritten signature in black ink that reads "Riley Cregan". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Riley Cregan