



Diamond

Azili Almaz Holistic Lifestyle Brand

"Anj is absolutely amazing! She creates safe spaces for clients to be vulnerable and creative. I appreciate her flexibility, patience, expertise, insight and guidance. As a business owner it's hard trusting people with your vision. However, Anj builds a strong rapport with her clients to the point where I feel 100% comfortable communicating my business plans, ideas, goals, and future ventures. No idea is too big while you're a client if Anj. It is truly a blessing, honor, and privilege. I'm extremely grateful! "



Case Study

You Don't have to Choose

Breakdown

Diamond is a multi-passionate creative with a vision for a company that serves in many capacities. Whether it be styling a look, restoring self-love, cooking a meal, or curating an event, she wanted everything that she created to fall under one umbrella of spirit-driven beauty, love, and peace.

Challenges

Cohesion

- Because Diamond sought to serve in so many areas, she needed help finding the connection or underlying theme within everything on her heart.

Accountability

- With so many moving pieces, it was easy for Diamond to get overwhelmed, procrastinate, lose focus, or give up.

Results

Diamond was able to find a common thread among all her areas of interest by expanding to a total lifestyle brand rather than a clothing boutique. And in doing so, she was able to confidently and passionately build out goals for each facet without fear. She has a monthly accountability plan that keeps her focused and continues to build and grow her business with discernment and alignment.