



October 16, 2018

I had recently opened a private psychotherapy practice. Never having owned my own business before, I was stumbling along trying to figure out how to get myself known in the community.

By a stroke of luck, Ariela contacted me to suggest that I write a book or create a signature program so that I could establish a reputation as a specialist and distinguish myself in my field. I had never before considered writing a book or creating a program. Honestly, even if I had thought of the idea, I certainly did not think I was capable of writing it.

I so appreciated Ariela's confidence in me to develop a signature program. She made the whole project seem simple by breaking down the steps into manageable and doable chunks. She helped me to stay on course and soon, I saw the fruits of my labor and my signature program was taking form before my eyes. Ariela supported me along the steps with clear outlines of what I needed to accomplish and by offering helpful feedback about my writing and the structure of the program. She also provided me with a wealth of information about the publication and PR process to make my program as successful as possible.

I am still refining the program before it gets published and launched. However, I feel confident and excited that I am creating something of value and something I would be proud to have crafted. I can see the possibilities this program can bring to the growth of my practice, opportunities to expand my services, and to reach families that could benefit from my sharing even if they never stepped into my office.

I am so thankful that Ariela came into my life when she did, to point me to some possibilities I had not considered, for being my champion and advocate in my endeavor, and for generously sharing her wisdom to help me towards my goals.

Sincerely,

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