



March 7<sup>th</sup>, 2020

To Current and Future Clients of Ariela Wilcox,

This letter attests to my sincere appreciation for Ariela's constant and calming presence in her work shepherding me through this licensing process. When we began this journey together, I had no idea what a license was, or why I needed to be able to sell them. Now I dream of a more secure future that I hope to make real very soon.

Ariela is a methodical planner, having the weeks and months mapped out and calendared. Always with a sense of humor, she kept control of the pace, and helped me complete each step with extra time that I knew she wanted to invest in me. She was structured and methodical, yet patient and gracious to me as I struggled to understand the concepts. I followed her step by step guidance, templates, and counsel, and as I now examine what was created, I am ready to proudly show it to the world and say, 'let's go'.

Ariela has a system to help you create a package of work to trademark and monetize, and I do believe that she may be as excited for me as I am for myself. She has thought of everything, and I as I start seeking clients, I am confident that I am delivering something of value that makes sense for all parties. I feel like I really have something now that I didn't see without her. She researched my new industry having facts and figures I needed to paint the picture of possibility. Ariela extended her knowledge and leadership abilities to me, and though we're done with our initial set of plans, I hope to include her in to be discovered ways going forward.

I will aim to fulfill my end of the deal now and actualize this process & implement the program. Thank you for all of your guidance, faith, and support in these new endeavors. You are a consummate professional and one I would be proud to call a friend and colleague always.

In health,

Elisabeth Mack, RN, BSN, MBA  
Founder of Holistic Caring™  
Cannabis Health Coaching  
Education and Consulting Services