

CEO2  
Robert Pryor, CEO

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From: Robert Pryor, Chief Managing Officer, CEO 2

I first approached Ariela because I knew of her reputation as an expert at helping first-time authors to get their books written and published. With her thorough and compassionate guidance and coaching, I was able to complete the first draft of a 300-page business book in *just six weeks*, as Ariela told me I could and should expect!

What I didn't expect was the creative ideas that Ariela brought to the subject area of my book, which stimulated my thinking and enabled me to take my book far beyond where I had originally envisioned it could go.

Not only that. Ariela additionally and unexpectedly showed me how I could use the book as a "platform" to build an entirely new business around my idea. Her encouragement to do a Lean Selling Coaching Network to extend my vision was incredible. This was not something I had considered but it is now on the way to becoming a reality.

Robert J. Pryor

Author of the book, *Lean Selling*

Creator of *The Lean Selling Coach Program*