HI, I’M TAY.

And I’m not your average mindset coach.

From the moment I could walk, I was being trained to achieve.

Tutors at 8. Swimming, piano, violin, trumpet, choir. Nine hours of gymnastics every week since year 3. By 17, I’d earned an $80K scholarship and ranked in the top 1% of the state.

And then?

I walked away from it all.

Three years into my Engineering degree, I had a moment — this isn’t for me. And instead of ignoring it like so many do, I trusted it. I quit.

Not because I wasn't capable. But because I knew success at the cost of myself was no success at all.

Now I help other ambitious, unconventional women do the same.

Rewrite the script. Reclaim their lives. Redefine what success means.  
  
Who I work with

I’m the coach for the girl who craves an unconventional life.

Click here to find out if that's you...

She dreams of quitting her safe career to build a brand, become her own boss, book a one way ticket across the world, wake up with clarity, confidence, and zero anxiety.

But she’s stuck, living on autopilot and playing small to make others comfortable.

So if you’re finally done with:

• Living to make your parents proud instead of yourself

• The degree you don’t actually care about

• The 9-5 that drains you

• Getting wasted just to “fit in”

• Saying yes when you mean no

I can help you build the unbreakable confidence to finally choose you. Together, we break the cycle of people-pleasing, self-doubt, and playing it safe, and finally live on your terms.

It’s time you stop pretendingyou’re happy. No more settling. No more guilt. No more autopilot.

BOOK YOUR 60 MINUTE AUDIT CALL

You don’t need to have it all figured out.

You just need to take the first honest look at what’s actually keeping you stuck.

In this 60-minute session, we’ll break through the noise, without shame, overwhelm or pressure, and get to the root of what’s holding you back.

This isn’t a fluff call.

You’ll walk away with...

✨ A personalised action plan that fits your vision, your story, your past, your fears, your journey, not some copy-paste formula.

✨ A belief audit (my unique pleasured hustler framework) to uncover the thoughts, fears, and habits silently slowing you down.

✨ Clear, doable next steps to finally build momentum (even if you feel unsure right now).

✨ Reassurance and support that your dream is not just possible, but inevitable with the right tools, plan and guidance.

This is your first step out of confusion and into clarity.

You’ll leave knowing exactly what’s next.  
  
  
MENTORSHIP OPTIONS

TIER 3 - $125/Week

This is for someone who wants an intensive, no bullsh\*t coaching space to knuckle down on 1-2 priorities they want to completely shift and improve in 6 weeks

Details

4 Month Container

8 fortnightly calls

2 days a week Telegram Support

Daily Telegram Accountability

VIP Life Coaching Modules

Signature Life Coaching Notion Portal Resources

Payment Options

PIF: $1850 (Saves $150)

$125 Weekly

DM to Secure.  
  
TIER 2 - $280/Week

Details

4 Month Container

Direct voice message support 5 days a week through Telegram

5 x 60 minute Zoom Coaching Calls

Payment Options

$4000 PIF (Saves $500)

Payment plans

4 x $800/month + Deposit

$280 Weekly

DM to Secure  
  
TIER 1 - $437/Week

This is for you if you are committed to going all in and completely revolutionise their lifestyle. You’re sick of dipping your toe in the water and want to change for good - desiring a a high level of personalized, dedicated support to do so.

You want to:

Make significant progress towards the unconventional path you’re pursuing.

Build a solid foundation of self-belief and confidence in your success.

Completely shift your mindset around success and sacrifice.

Build elite physical and emotional health so they have optimal energy, momentum and focus to put towards their goals

Find a balance they LOVE between disciplined action and pleasure/play

Details

4 Month Container

Direct voice message support 5 days a week through Telegram

8 x Fortnightly 60 minute Zoom coaching calls

Access to all of my programs throughout the duration of the mentorship (Valued at $3K+)

Payment Options

PIF: $5500 (Saves $1500)

Payments Plans

4 x $1400/month + Deposit

$437 Weekly

DM to Secure  
  
  
I’m not just teaching what I’ve read in a textbook.

I’ve lived the path you’re about to walk.

I quit an $80K Engineering degree with no backup plan

Invested over $100K into my personal growth & business in 2 years

Went sober for 12 months to fully commit to self-mastery

Mentored by million-dollar business owners and elite bodybuilding coaches

I’m building a business that allows me to work from anywhere in the world

I’ve walked away social approval, comfort, social approval, and predictability. I’ve built rock-solid confidence from the inside out.

And now, I help women like you do the same — without the detours I took.  
  
  
WHAT YOU WILL MASTER

Self Respect

Hard Work & Play

Resilience

Intentional Living

Elite Physical Health