My Story.

One year ago I dropped out of my engineering degree.

I gave up my university scholarship. And I decided to start my own business.

I invested $40K in the first three months.

I had NO idea what the future held - but I knew what I wanted & I knew what I was capable of - and that was enough for me.

It’s now one year later and my dream is well & truly coming true. I have a business that lights my soul on fire.

I had a $7K sales week - something I saw people do and thought;

‘That could NEVER be me’

But now it is…

I have a business I can take anywhere, this year alone I’ve worked from Thailand & all over Europe.

Sunrise photoshoots count as ‘working’.

I have a team who created this very website.

I work with dream clients who have the same values, priorities & approach to life as me.

And none of it has come at the expense of fulfilment in my everyday life.

My business supports & enhances my life - it doesn’t take away from it.

I have met some of my best friends through this world. My relationship is the best it’s ever been. My pleasure & fulfillment is the best it’s ever been. My training, nutrition, sleep, and routines are better than ever before.

What I do.

I’m a personal development coach for ambitious high achievers who want to make their success non-negotiable.

If you’re in business, we work on the mindset behind creating a financially & physically rewarding business, prioritising intentionality, pleasure & resilience in business.

If you’re not in business, we work together to cultivate a relentless mindset that can be put towards achieving any goal you set your eyes upon.