

Brand Story

In 2009, with my wife lost in PTSD, bills stacking up, creditors closing in and a house in foreclosure... our American Dream was busted. I believed if I could make more cash, all my problems would be solved. In hindsight, I had the skills to provide for my family, but not the mindset.

Because it didn't get better. It got worse. And in 2010, I was forced to face the uncontrolled chaos that had become my life. Changing jobs, making over \$100k a year, or being in a niche industry with super coveted and highly desirable skills hadn't been enough. I still found myself at our local church group asking for help to put food on our table.

The shame was real and the fear that maybe I wasn't enough. I spiraled to my breaking point and that darkness was a powerful teacher.

I discovered money is NEVER the problem. Instead, it's the unconscious stories developed early in life that create our struggle with money and undermine our perception of self.

And the only way through is to disrupt the cycle and re-pattern our mindset so we can operate from that place inside us that KNOWS how to achieve the financial success we desire.

I know because I've been there. I lived those stories. I've shifted those beliefs.

Now I help other entrepreneurs unlock access to the answers inside them by disrupting their money mindset, raising their Money EQ, and making money their best friend.

"Wealth is a game of emotion. Business success is a game of emotion. It all comes down to the stories we tell ourselves about what we're doing" (Mike Michalowicz, PROFIT FIRST).

I'm here to change the conversation we're having around money so entrepreneurs can win their game.

