



Coaching Guide

*In this guide, I will share how I can support you
in healing self-sabotage and cultivating a gentle business.*

Hi dear heart.

You are loved as you look through these pages and see what might bring support to you.

Center yourself here. What do you need? What would bring you care? How do you need to be held? How does your business need to be held?

Lean into what's possible for you here. What's calling to you? What do you feel a yearning for? How are you being invited into a more gentle story?

In this guide:

04

About Me

06

Signature Coaching

09

The Gentle Launch

11

Coaching Process

12

Testimonials + Case Study

18

FAQ





I'm Ashley!

SELF-SABOTAGE AND GENTLE BIZ COACH

I am so very honoured that you are here. I'm a coach that helps soft-hearted creatives heal their self-sabotage and cultivate gentle businesses that you can feel safe inside of. Because all of this is so much easier when you feel safe.

I am a certified coach and am in application with my coaching accreditation with the International Coaching Federation. I also have a certification in trauma recovery coaching.

I wholeheartedly believe in your power, your wholeness and your care.

SIX OR TWELVE MONTH

1:1 Coaching



This is a high-level six months program where you will be held tenderly in a space of deep belief.

It is a time steeped in the true nature of coaching in that there is a slowed down emphasis on centering you over information and advice.

Together, we can explore things such as your sense of safety, unlearning your self-sabotage, cultivating your gentle business and receiving powerful results.

WHAT IT INCLUDES

- 12 50-minute Coaching Calls
- Monday to Friday Voxer Access
- Customized Client Portal
- Supportive Steps in Between Calls

BOOK A SUPPORT CALL WITH ME

Pricing Options

ONE TIME

\$5400



MONTHLY (6 MONTHS)

\$900 / MONTH



EXTENDED (12 MONTHS)

\$450 / MONTH



ONE-TIME

Gentle Session



This is a one-time session for anyone who might be yearning for a space to be held in their process and gain healing, clarity or insight to move them forward.

It can be used in a blend of coaching and mentoring to help you with things such as healing self-sabotage, cultivating your gentle business, leading yourself with compassion, or launching with support to your nervous system. .

WHAT IT INCLUDES

- 1 90-min Call
- 1 Week of Voxer Access
- Customized Client Portal
- Supportive Steps Post-Call

[BOOK A SUPPORT CALL WITH ME](#)

Pricing Options

ONE TIME

\$550



TWO PAYMENTS

\$275 / MONTH



FOUR PAYMENTS

\$138 / MONTH



The Way I Work Is

01

Client-Centred

You and what you need is always at the centre.

02

Compassionate

You are held by an understanding that you make sense.

03

Prioritizing Your Care

Your well-being is in the highest priority.

04

Intuitive

You will be danced with as I offer what I sense and see for you.

05

Consistent

You can trust that I will show up for you intentionally and consistently.

Krista's Challenge

Krista felt so connected to her work, but often felt a sense of fear, doubt and shame in her business and her marketing. Because of that, she often self-sabotaged keeping her from her deepest care + desired results.



Meet Krista

CREATIVE COACH AND ARTIST

Krista is a talented coach and visual artist who highly values things such as delight, connection, and spirituality. This would become important in our work together.

Through the span of twelve beautiful months, we worked within her self-sabotage cycle, identifying the roots and applying healing. We looked at ways her inner child was being rescued by these protective senses of self and softened the need by meeting the inner child with care.

We applied different aspects of the gentle business framework to discover a supportive way forward for her including. changing her business name, focus, and offerings, as well as developing a feel-good marketing strategy that felt safe.



The Positive Changes Krista Saw

- ✓ *She shifted her relationship with marketing/social media so it became fun and supportive.*
- ✓ *She learned how to care for herself through vulnerable experiences that are present in business.*
- ✓ *She stepped into owning her gifts as a creativity coach and created 2 core offerings that she is so proud of.*
- ✓ *She created supportive rhythms that made creating her task list + monthly focus way easier and more intuitive.*



In her words..



Working with Ashley is the best investment I've made in my business journey yet. If you want to reinvent your relationship with yourself and your business, the way you market and let yourself be seen run to her, swim to her, gently walk to her - you'll be so glad you did! Ashley has the most beautiful approach for healing self-sabatoge, she will help you create a business where your needs and your gifts are the centrepiece or foundation of it.

Krista

Client Testimonials



Margaret said...

Ashley had an innate ability to see me. No one has ever held space for me like that. After working together, I had an almost complete resolution of anxiety, higher self esteem, clearer thinking and more confidence. I feel completely reborn. I know that sounds dramatic but this was truly transformational.



Jamie said...

Ashley encourages slow and sustainable business. She comes up with brilliant and approachable marketing ideas! Since working together, I've launched 2 online workshops, planned a retreat, and had a super successful shop launch party. She surpassed any expectations of what I thought a coach could do! Thank you!



Client Testimonials



Zafira said...

Ashley gently guided me towards clarity on the underlying patterns I never knew existed, and deeply supported me when I started taking action to break them. Now, I can safely turn clients away if I'm fully booked, take a month off guilt-free, recognize signs of burnout and have a solid self-care toolkit in place for when I need it.



Justine said...

Ashley holds such an incredibly safe and compassionate space. She is discerning in not pressuring people beyond what they are ready for, but also can gently challenge us to show up and be seen the times we are hiding. Ashley works to heal the root, far beyond the ineffective approach of "how to's and try harder to change."



Are we a match?

WE ARE A GOOD FIT IF...

- ✓ *You are looking for a gentle way forward.*
- ✓ *You have the capacity to commit to the process.*
- ✓ *You want to feel held + honoured vs forced and fixed.*
- ✓ *You want a support-centred model of entrepreneurship.*

WE ARE NOT A GOOD FIT IF...

- ✓ *You are looking for tough love or harsh accountability.*
- ✓ *You do not have the capacity to commit to the process.*
- ✓ *You need fast results more than anything else.*
- ✓ *You feel unwilling to explore new ways forward.*

Frequently Asked Questions

Q1. What if I don't have the money?

I honour two truths. One, that meeting our financial needs is important for our safety and two, that sometimes we need to take a risk. Both those things can be true and it is about knowing which one is more important to you right now.

Q2. What about refunds?

I know that sometimes having a refund option can offer deep assurance. But due to the nature of this investment and my own boundaries, there are no refunds.

Q3. How long until I see results?

There is no guarantees or magic pills here, and if that's what you're looking for, this may not be right for you. It has been my noticing that it takes around six months for transformation to occur in compassion, gentleness and safety.

A woman with long, dark hair and her eyes closed, standing in front of a brick wall. The scene is bathed in a warm, golden light, suggesting a sunset or sunrise. The woman is wearing a dark, textured sweater. The overall mood is contemplative and serene.

**do you feel
the call to
be held and
transform?**



Ready to begin?

It is a powerful decision to ask for support and I am here to hold space for you in this process.

BOOK A CALL!