

HOW WESLEY REECE
HELPED DANELLE NELSON
ADDRESS HER LIMITING
BELIEFS, *DEFINE* WHAT
SHE REALLY WANTS FOR
HER LIFE, AND BEGIN TO
FUNCTION AS THE TRUE
CEO OF HER BUSINESS



"Because of working with Wesley, I see things differently, and I'm not afraid to ask myself the tough questions that help me make the best decisions for my life. I've gotten so much better about aligning my choices with my goals and making sure I'm creating the life I really want."

DANELLE NELSON

MULTI BUSINESS OWNER AND COACH

When Danelle Nelson discovered confidence and leadership coach Wesley Reece, she couldn't point to anything in her life that felt off.

Yet as a driven and ambitious entrepreneur who simultaneously operates three businesses within the fitness industry, **she suspected there was a deeper level of living — and leadership — she could be experiencing.**

A good friend of Danelle's had been working with Wesley, and she was intrigued by the significant changes she'd noticed in her.

“ I'd seen huge shifts in my friend's energy, attitude, and professional life,” Danelle said. “She said she'd been working with a coach and how it had helped her change her mindset about things. I didn't feel like anything was particularly wrong in my life, but seeing my friend's results definitely got me thinking if there were ways I could grow, too. ”

Danelle's friend encouraged her to reach out to Wesley, so Danelle scheduled a call.

When she and Wesley spoke, she shared



about her desire to explore ways she could grow as a person and a leader, not just in times of chaos or challenge, but when things were running smoothly, too. She also shared that it felt like she was chasing a moving target with the results she was after in her business, as well as her tendency to work too many hours. **She said she was interested in learning how to function as a true CEO** so she could delegate more, make better business decisions, celebrate her successes, and gain back some freedom over her time.

Danelle said she clicked with Wesley right away, and it was her unique coaching approach that impressed her most.

“Along with all of her experience in leadership, self-growth, and self-



development, I loved that Wesley brought a spiritual component to her coaching,” Danelle said. “Not only does she get the business side of things but she also believes there is a God who is in control. That was really important to me.”

So, Danelle began Wesley’s one-on-one coaching program and the two got to work.

The structure involved weekly lessons with accompanying exercises to complete, bi-weekly coaching calls, and a 90-minute session of Theta Healing — a meditation technique for the mind, body and spirit that brings God into the process of permanently clearing limiting beliefs, fears, confusion, old hurts and trauma at a cellular level.

Danelle said she had never experienced Theta Healing before, but loved the positive impact she felt.

“It took me a while to get into it, but once I did I felt so much lighter,” Danelle said. “I had been carrying around certain beliefs that I didn’t realize were weighing on me, so the lightness I felt after Theta Healing was powerful. It’s a unique experience and much deeper than normal mindset work.”

Besides the healing work, **Wesley also led Danelle through visionary exercises to define what she wanted her ideal life, business, and day to look like;** had her implement a morning routine that included journaling, planning, and meditating; and began to tackle the Imposter Syndrome that Danelle was experiencing around showing up as the CEO of her business.

Danelle said all of this work resulted in big shifts in her.

“ Before Wesley, I’d never sat down and asked myself what I really wanted,” Danelle said. “I’d never thought about what a perfect day looks like for me. I just functioned, doing the best I could at whatever was in front of me. Wesley helped me get really specific about what I wanted in a way I’ve never done before. ”

“I’d also never journaled, but after journaling every morning through the coaching program I gained a lot of self-awareness about so many things, like how I would handle confrontations or difficult conversations and why I was doing that, or about limiting beliefs that I’d been unknowingly carrying around.”

Danelle said a lot of those limiting beliefs revolved around money and work, and **she and Wesley spent a good portion of their time working on those money blocks.**

“ One of the biggest realizations I had was that I held a belief that I had to work really hard for the money I make,” Danelle said. “I always felt like I needed to be super busy and the hardest worker in the room. Many times, I’d be creating chaos where there didn’t need to be because it made me feel important or that I was truly working hard. ”

She was also carrying around money blocks that included “there is never enough money”, “financial abundance is bad”, and “you can’t be both rich and spiritual”, among others.



All of these limiting beliefs were extending into how she communicated with her business partner as well as how she interacted with her staff, and there were times she would take away from her own profit in order to better care for them, or delegate work but then end up doing it herself.

Danelle said that after working through her money blocks with Wesley, she was able to take actions that were more aligned with the true CEO she wanted to be.

“Our money work helped me get way more thoughtful and intentional about money,” Danelle said. “I had never paid much attention to it in the business — I just wanted to be sure there was enough money in the account. But through coaching, I committed myself to learning more about money, and knowing what my profit margins and expenses are, what I’m saving for, and what I want our money to do for us. This allowed me to look at the numbers and see how to get to our goals.

“I was also able to talk to my business partner truthfully and authentically about the vision I had for our business moving forward.”

That vision included selling two of their brick-and-mortar fitness centers in Minnesota and buying one in Tennessee — a business decision that allowed Danelle to become debt-free and create better profit margins for herself and her

business partner now and in the future.

That bold move — along with selling her family’s Minnesota home and buying one in Kansas — was all completed with confidence within 15 days, and she credits her work with Wesley as the reason she could act so purposefully.

“ Because of the self-awareness and self-leadership work I’d done with Wesley — and because I’d gotten in touch with what I really wanted — I had the confidence to sell our businesses, buy another one, sell our house in Minnesota, and buy another one all in 15 days, **”** Danelle said.



“The whole process felt very on purpose. I felt like I was being led by the Holy Spirit, and doing what I was supposed to do. **I also really stepped into a true leadership role in my business.**”

Danelle said that any entrepreneur or individual who’s looking for more growth and depth in their business and their life would benefit from a coaching relationship with Wesley.

“She’s able to ask the right questions to give you a perspective that you’re never going to be able to access

on your own,” Danelle said. “She guides you through the process in a way that doesn’t feel threatening and gets you to come to your own conclusions. That’s her superpower.

“I feel much more confident because of the work we’ve done, and my role as a business owner has changed. When we started, I was doing everything in my business, and now I’m acting like a CEO. I’ve gotten so much better about aligning my choices with my goals and making sure I’m creating the life I really want.” 🌙



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