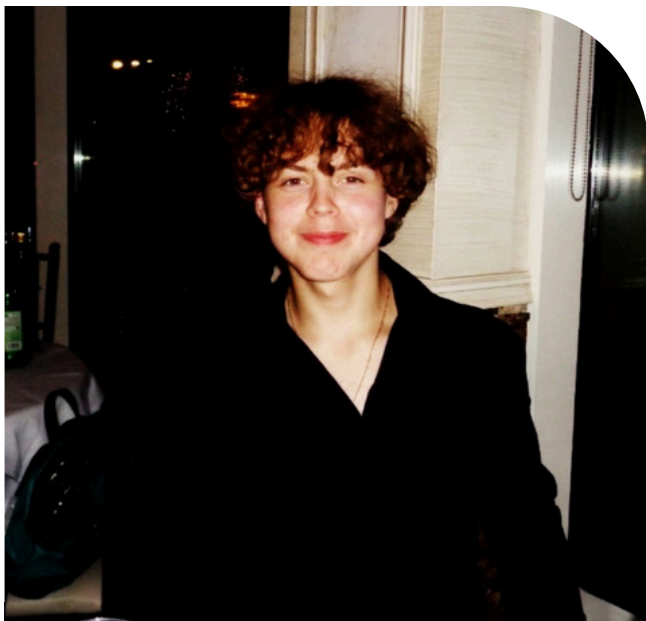




E-COMMERCE STRATEGIST &
BUSINESS OWNER

**AARON
ANITULUI**

Industry: E-Commerce & Digital
Products

Location: New Jersey, USA

About:

In 2023, **Aaron Anitului** was wearing multiple hats—running an e-commerce business focused on wholesale and digital bundles while also managing sales as an Account Executive. Despite his drive and ambition, Aaron found himself stuck in hustle mode, with no clear structure or systems to scale his operations effectively.

He knew he had the potential, but lacked daily accountability, streamlined workflows, and a proven strategy for sustainable growth. That's when he discovered the **Elevation Group Coaching Program**—a decision that changed everything.

<https://www.borjaconsultinggroup.com/>

CHALLENGES:

Aaron faced a set of challenges common to high-performers trying to scale without structure:

- **Lack of Streamlined Operations:** Managing multiple areas of his e-commerce business manually led to wasted time and inconsistent results.
- **No Scaling Framework:** Without clarity around his MVP or growth systems, Aaron couldn't focus his energy effectively.
- **Overwhelm & Burnout:** With responsibilities pulling him in multiple directions, he struggled to build momentum or feel in control of his growth.

SOLUTION:

Aaron enrolled in the **Elevation Coaching Program**, a 12-week experience designed to build systems, boost clarity, and generate real traction through strategy and accountability.

Through the program, Aaron gained:

- **Clarity on MVP & Systems:** He learned to build a Minimum Viable Product model for his e-commerce offerings and streamline fulfillment.
- **FORMEA Networking Framework:** Helped him leverage existing relationships and structure referrals for more consistent business flow.
- **Accountability & Execution:** Weekly tracking, WAMs, and clear KPIs kept him on track—and out of hustle mode.

RESULTS:

"Streamlined his e-commerce operations, freeing up time and increasing profitability."

- ✓ Fully outsourced his e-commerce fulfillment process
- ✓ Shifted from random sales to consistent daily engagement
- ✓ Built and implemented a structured sales framework in his Account Executive role
- ✓ Increased qualified leads and closing rates
- ✓ Gained confidence, clarity, and momentum in both business and mindset

Testimonial from Aaron Anitului

"The Elevation Program didn't just help my business—it changed how I show up. I went from scattered hustle to structured growth. The tools, the team, the accountability—it all made me sharper and more strategic. If you're tired of spinning your wheels and want real results, this is the room you need to be in."



BEHIND THE BREAKTHROUGH: AARON ANITULUI'S ELEVATION JOURNEY

What challenges were you facing that led you to seek a solution?

At the time, I was juggling two growing commitments: building my e-commerce business (focused on wholesale and digital bundles), and performing in a sales role at Borja Consulting Group. I had ambition, but no structure. I was stuck in hustle mode: overthinking, overworking, and not getting consistent results.

I knew I had potential, but I lacked systems, daily accountability, and a framework for scaling. That's what pushed me to find something that could elevate how I worked, and not just how much I worked.

How did you evaluate potential solutions, and why did you choose Dr. B and the Elevation Group Coaching Program?

I came across Elevation through word of mouth and what stood out wasn't just the energy, but the clarity of execution. It wasn't another "motivation" course. Dr. B and the Elevation team weren't selling hype — they were laying out blueprints.

What made me choose it?

Two things:

1. The focus on building real habits and tracking performance weekly.
2. The fact that the people teaching it were already doing it — successfully.

This wasn't about theory. It was about getting sharper in real time with people who've been through it, and care enough to hold you to the fire.

What were the key results or benefits achieved after implementing what you learned in the Elevation Group Coaching Program?

The growth was immediate — because the accountability system forces you to move.

- In my e-commerce business, I went from random sales to consistent daily engagement and a fully outsourced fulfillment process. I now treat my brand and product line as a business, not a side hustle.

- In my role as an Account Executive, I built a real daily sales structure — from tracking KPIs to mastering outreach flows. I'm now hitting more qualified leads weekly, with better closing habits.

- Personally, I gained clarity, confidence, and control. I don't wait for motivation. I execute with purpose.

The biggest benefit? I became someone who tracks, adjusts, and grows fast — not just someone who works hard.

What would you tell someone considering a similar solution and assistance in raising capital or scaling their business?

If you're serious about your business or career, stop waiting for the perfect moment and get in the room.

Elevation gives you the environment, the strategy, and the pressure to level up fast. It's not about having everything figured out. It's about learning how to show up every day with intent, build momentum, and fix what's broken while still moving forward.

If you want capital, clients, or consistency — this is the team that teaches you how to earn it, not just ask for it.