

The story of Anne and her budding business!

Keep reading to find out about one of our many success stories from our AbleLearn - *Ready, Set, Go* Program!



Anne's struggle to launch

By Lasserina Rath on September 04

Anne had always considered herself to be an independent and capable person. She worked hard and was dedicated to her family and community. As Anne entered early retirement, her dream was to build a sustainable, floral company. She had been planning it since her 30s, and in 2021, she was finally in a position to get started, but there was something stopping her. Unfortunately for Anne, she didn't understand technology. In the past, she had used a laptop to write documents and send some emails, but launching a business required a bit more knowledge than that.

When I jumped on my first call with Anne, she was ready to give up on her dreams of launching her floral company. She felt stuck and frustrated at her lack of knowledge. She was also scared about what this meant for the future. As the world becomes more reliant on technology, if she didn't know how to manage it, how would she survive? This fear is not uncommon and is very valid. These days even small tasks need a basic understanding of technology. It is becoming a non-negotiable skillset to ensure that you can thrive in modern society.

With Anne, she really needed to learn the basics of being safe online, and learning how to build a business and a community. This kind of knowledge can seem complicated, but once you understand the basics, it becomes easier to learn the rest. With technology, the more that you learn, the more you can learn. This is because you learn how to become self-sufficient and how to seek out reputable knowledge. I sat down with Anne, and we chatted about her goals and then we established a learning plan. There was some trial and error at the start. We tested different teaching styles to see what worked best. By week two we were meeting twice a week and sending weekly homework for her to do in her spare time. This schedule worked for Anne's goals but everyone is different. Some students need more or less instruction. As Anne grew in her skills we could reduce our time together to twice a month, and tackle any big questions via email.

Within 6 months of starting with AbleLearn, Anne confidently launched her business. She designed a custom website, set up a weekly mailing list to her customers and built two social media channels. She learned how to navigate online safely; she learned how to file her taxes and how to use zoom so that she can host client meetings.

Anne's business has bloomed in the past 6 months. She wouldn't have been able to connect with so many customers without first understanding the basics. And we couldn't be prouder.

"Now, I'm the one my kids come to for online advice. I've taught my youngest daughter how to set up a website and am showing my son how to use excel for his studies. Since starting with AbleLearn, my life has been totally transformed. I feel confident in my skills. I have met a large community of creators and my business has grown bigger than I thought possible." - Anne Peterson, 62.

A common complaint for people like Anne, when exploring tech is how vast it is. There are BILLIONS of websites and it can be hard to know where to start. At AbleLearn, we focus our education around your learning goals. We don't have a set curriculum. Instead, we adapt our teaching to suit your learning style and schedule. If you want to learn how to write a 1000-page novel, we can show you how to do that. If you need to learn how to file your taxes or sign up for benefits, we've got you covered. If, like Anne, you want to launch a business, or if you want to learn how to use Netflix so you can enjoy your spare time in peace, we can show you how. Technology shouldn't be a barrier to you achieving

your dreams and you shouldn't be locked out of society. It should be available to you as the tool it is. If you have a goal like Anne, that your digital skills are holding you back from, please reach out to us. We can help you move forward with your dreams.

Book a consultation today