Emma Bergin  
So Laurie, do you wanna just tell me a little bit about your business?

0:0:27.80 --> 0:0:32.530  
Emma Bergin  
Maybe how you got started, what made you interested in starting your own business and then what you do now?

0:0:33.790 --> 0:0:34.340  
Laurie Beesting  
I will.

0:0:34.350 --> 0:0:34.940  
Laurie Beesting  
I will.

0:0:35.370 --> 0:0:37.760  
Laurie Beesting  
My background is in teaching.

0:0:37.770 --> 0:0:41.280  
Laurie Beesting  
I was a teacher for 20 plus years back in England.

0:0:41.860 --> 0:0:53.720  
Laurie Beesting  
And then when my husband and I emigrated to Canada in 2011, I started doing some private teaching rather than going full circle and going back into mainstream schools.

0:0:54.150 --> 0:1:12.920  
Laurie Beesting  
And it turned out over several years, maybe 6-7, eight years of private teaching, that I sort of had an idea that the content that I was teaching to a certain demographic of student would be an idea for putting it into a textbook.

0:1:13.560 --> 0:1:13.790  
Emma Bergin  
Umm.

0:1:13.690 --> 0:1:49.270  
Laurie Beesting  
And after thinking through how I could make that a reality, I spent four years researching, trialling, coming up with content and methods to try to help and age group, which tended to be age 101112 year old students who were getting to the end of elementary school thinking about the start of high school or actually finding themselves already at high school but with a low confidence in math essentials.

0:1:49.920 --> 0:2:2.600  
Laurie Beesting  
So my idea of putting the content that I was teaching on a daily basis in real life, one to one lessons, to put it into a book, was a germ of an idea.

0:2:2.870 --> 0:2:7.530  
Laurie Beesting  
And I started to think about how to go about self publishing.

0:2:7.540 --> 0:2:8.930  
Laurie Beesting  
This book, called Bridge the gap.

0:2:10.200 --> 0:2:10.610  
Emma Bergin  
Ohh.

0:2:10.300 --> 0:2:16.460  
Laurie Beesting  
And in 2019, I received my first copy from the printers.

0:2:16.470 --> 0:2:21.930  
Laurie Beesting  
We had just a run of 500 copies to start with and we started.

0:2:21.940 --> 0:2:33.610  
Laurie Beesting  
I say me because my husband has been very much by my side helping with the logistics and the marketing and the book started to sell to home schooling groups.

0:2:34.340 --> 0:2:34.590  
Emma Bergin  
Umm.

0:2:35.840 --> 0:2:39.470  
Laurie Beesting  
The first year or so I was just finding my way with it.

0:2:40.40 --> 0:2:45.70  
Laurie Beesting  
And then it started to become more well known across Canada.

0:2:45.160 --> 0:3:4.370  
Laurie Beesting  
And I started to get interest from schools and the age group that I mentioned before and the situation that those students at that stage in their education found themselves in was the main target audience.

0:3:4.600 --> 0:3:9.310  
Laurie Beesting  
But then as it started to go into schools, I started to get interest.

0:3:9.320 --> 0:3:26.390  
Laurie Beesting  
From much older year groups, children who were already getting towards the end of high school, who realized that they were not going to put themselves through all the usual braids and wanted to do almost.

0:3:26.400 --> 0:3:39.570  
Laurie Beesting  
I don't know if you've heard of something called workplace 10, where students want to have like life, skill, maths rather than going on to to to follow the the usual path.

0:3:39.960 --> 0:3:46.860  
Laurie Beesting  
So it started to become a core curriculum for many schools for the older children as well.

0:3:48.0 --> 0:3:52.670  
Laurie Beesting  
And then special education started to use it.

0:3:53.20 --> 0:4:8.280  
Laurie Beesting  
And since 2019 to date, I then went on to make my marketing bit direct directed to homeschoolers, also to schools, and branched out into the US as well.

0:4:8.890 --> 0:4:9.170  
Emma Bergin  
Hmm.

0:4:9.260 --> 0:4:12.790  
Laurie Beesting  
Uh, Canada and US charter schools?

0:4:12.800 --> 0:4:13.870  
Laurie Beesting  
Independent schools?

0:4:13.880 --> 0:4:15.270  
Laurie Beesting  
Distance learning schools.

0:4:15.660 --> 0:4:18.220  
Laurie Beesting  
Many have adopted it for use in their curriculum.

0:4:19.280 --> 0:4:24.990  
Laurie Beesting  
Then after about two or three years of seeing it slowly.

0:4:26.800 --> 0:4:28.890  
Laurie Beesting  
Developed and gain.

0:4:31.0 --> 0:4:34.870  
Laurie Beesting  
Gain success in Canada and America.

0:4:41.630 --> 0:4:41.880  
Emma Bergin  
Umm.

0:4:34.880 --> 0:4:51.440  
Laurie Beesting  
I had an idea that especially since I was from the UK, that I should publish a UK edition which have endeared and then had a real rush of blood and did the same with a Australian New Zealand edition.

0:4:52.50 --> 0:4:52.510  
Emma Bergin  
Amazing.

0:4:53.600 --> 0:4:56.160  
Laurie Beesting  
So I have 3 additions, and.

0:4:58.170 --> 0:5:9.290  
Laurie Beesting  
The journey that it's taken me on was incredible because I didn't expect it to go off in all these different directions and that that's the story.

0:5:10.410 --> 0:5:10.620  
Emma Bergin  
Yeah.

0:5:9.300 --> 0:5:33.620  
Laurie Beesting  
In short, I stood still, teach privately, but I use the book now as my program, and it's sort of becoming known now as as a go to resource for students who are wanting a slightly different approach to their math education of the students who just want to get to high school.

0:5:38.700 --> 0:5:38.880  
Emma Bergin  
Yeah.

0:5:34.290 --> 0:5:48.660  
Laurie Beesting  
Second year of high school with the real confidence with the core essentials and the feedback teachers has been amazing because they a lot of high school teachers said that the children who were coming up from elementary into high school.

0:5:49.840 --> 0:5:54.570  
Laurie Beesting  
Uh, many many were not in a good place with the car basics.

0:5:55.710 --> 0:5:56.330  
Emma Bergin  
Got it.

0:5:56.440 --> 0:6:2.250  
Emma Bergin  
And so you mentioned it was initially from ages 10 to 13.

0:6:2.260 --> 0:6:6.130  
Emma Bergin  
Are there different editions of the book now for different age groups?

0:6:6.140 --> 0:6:9.870  
Emma Bergin  
Or is it still primarily that 10 to 13 age range?

0:6:10.740 --> 0:6:17.10  
Laurie Beesting  
They main tagline, which is actually on the very front of the book here at the bottom.

0:6:17.60 --> 0:6:30.170  
Laurie Beesting  
I'll just read it out, it says equips and then powers parents to tutor just the often missing but really need to know bits from the math grade 4 to 7 curriculum.

0:6:30.510 --> 0:6:30.810  
Emma Bergin  
OK.

0:6:35.450 --> 0:6:35.730  
Emma Bergin  
OK.

0:7:0.250 --> 0:7:0.770  
Emma Bergin  
Right.

0:6:30.620 --> 0:7:2.250  
Laurie Beesting  
So the book isn't differentiated for different age groups, but they are behind the book is that it's my collection of the skills that tend to be in grade 4567, but the student who is coming to the on end of elementary school are already in high school are already well into high school, doesn't want to know that it's a grid, four book or a grade five book, six book.

0:7:22.780 --> 0:7:23.0  
Emma Bergin  
Yeah.

0:7:2.370 --> 0:7:24.540  
Laurie Beesting  
So it was my intention to not let the student know that the concept that they happened to be working on that particular day was from a previous grade because my philosophy was that does it matter what grade mean mode and median, for example, is from you don't know it.

0:7:25.210 --> 0:7:26.250  
Laurie Beesting  
You need to know it.

0:7:26.610 --> 0:7:26.820  
Emma Bergin  
Yeah.

0:7:28.80 --> 0:7:28.750  
Laurie Beesting  
They it.

0:7:28.810 --> 0:7:43.830  
Laurie Beesting  
It doesn't actually tell the student anywhere which grade it's from, because I felt that it was not important and another tagline was that it helped the older students to be able to catch up, but still to retain their dignity.

0:7:45.100 --> 0:7:45.580  
Emma Bergin  
Love it.

0:7:45.590 --> 0:7:45.970  
Emma Bergin  
OK.

0:7:45.980 --> 0:7:55.530  
Emma Bergin  
That makes a lot of sense and kind of when you were going into your teaching career is teaching something you were always interested in doing or kind of.

0:7:55.540 --> 0:7:58.440  
Emma Bergin  
How did you land in teaching at the beginning?

0:7:59.290 --> 0:8:7.300  
Laurie Beesting  
I think it was one of those situations where when we're older, we realized that we just drifted into it.

0:8:7.810 --> 0:8:7.980  
Emma Bergin  
Yeah.

0:8:7.740 --> 0:8:9.520  
Laurie Beesting  
I qualify.

0:8:9.530 --> 0:8:16.780  
Laurie Beesting  
I did a Bachelor of Education honors degree in in music performance, but also did a case.

0:8:16.790 --> 0:8:18.730  
Laurie Beesting  
I'm also a pianist and a musician.

0:8:19.730 --> 0:8:20.860  
Laurie Beesting  
That sounds very grand.

0:8:20.870 --> 0:8:25.40  
Laurie Beesting  
It's not, but that's the that's the cost that I chose to do.

0:8:25.50 --> 0:8:28.60  
Laurie Beesting  
But I thought, well, I'll do it in teaching as well.

0:8:28.900 --> 0:8:29.80  
Emma Bergin  
Yeah.

0:8:28.70 --> 0:8:36.340  
Laurie Beesting  
And when I got my teaching degree, I ended up in a British primary school teaching math, English, geography, history, pay.

0:8:36.430 --> 0:8:38.300  
Laurie Beesting  
But specializing in music.

0:8:38.380 --> 0:8:38.830  
Laurie Beesting  
But then?

0:8:48.460 --> 0:8:48.640  
Emma Bergin  
Yeah.

0:8:41.50 --> 0:9:2.0  
Laurie Beesting  
It sort of became what I was and when we decided to emigrate, that's when I needed a change and to not go back into mainstream school was a conscious decision because I wanted to to just let things evolve and had I not done that, I don't think the book would have become a reality because it wasn't there in my head at all.

0:9:2.110 --> 0:9:15.820  
Laurie Beesting  
But of course, my experience of teaching and I I did some rather, uh, diverse I did, I I I was head of new music for a long time, but then I started to do head of math and had it head of English as well.

0:9:15.830 --> 0:9:16.780  
Laurie Beesting  
So it was almost like.

0:9:18.360 --> 0:9:26.940  
Laurie Beesting  
A journey that just evolved and to think that I'm now specialising in math and calling myself a math expert.

0:9:28.900 --> 0:9:29.590  
Emma Bergin  
Yeah.

0:9:26.950 --> 0:9:30.350  
Laurie Beesting  
He's quite a surprise to me, yeah.

0:9:30.90 --> 0:9:31.630  
Emma Bergin  
So you weren't initially.

0:9:31.640 --> 0:9:34.390  
Emma Bergin  
I got super interested in math in particular.

0:9:34.400 --> 0:9:39.900  
Emma Bergin  
Did you just find that it was something that students heated that extra supported and that's why you went down that path?

0:9:41.0 --> 0:9:52.960  
Laurie Beesting  
Yes, the the tuition that I set out to do when we arrived in 2011, I I taught piano, music theory, English and math, but the demand for math.

0:9:55.460 --> 0:9:55.870  
Laurie Beesting  
Huge.

0:9:56.420 --> 0:9:57.730  
Emma Bergin  
Yeah, that makes sense.

0:9:58.170 --> 0:9:58.390  
Laurie Beesting  
Umm.

0:9:58.40 --> 0:9:58.450  
Emma Bergin  
OK.

0:9:58.450 --> 0:10:0.480  
Emma Bergin  
Well, that's a good start.

0:10:0.490 --> 0:10:6.560  
Emma Bergin  
And do you have any kind of really important lessons that you've learned along the way and your entrepreneurship journey?

0:10:8.720 --> 0:10:13.130  
Laurie Beesting  
My entrepreneurship journey has not come naturally to me.

0:10:13.140 --> 0:10:20.710  
Laurie Beesting  
I I put all my energy into being this dynamic teacher and producing what I hoped would be a dynamic book.

0:10:22.170 --> 0:10:24.900  
Laurie Beesting  
That side of things comes more naturally to me.

0:10:25.330 --> 0:10:31.200  
Laurie Beesting  
The part that I don't find very easy is the other stuff that helps to get the book known.

0:10:32.390 --> 0:10:32.690  
Emma Bergin  
Hmm.

0:10:31.210 --> 0:10:46.230  
Laurie Beesting  
My marketing skills and knowledge, my knowledge of social media and how to make it work and the marketing side of things was just a a brick wall for me.

0:10:46.240 --> 0:11:4.450  
Laurie Beesting  
And that's the reason why I wanted to be part of the web BC, uh, program to try to learn how to do that and to try to get my skills level and confidence level up to be able to think about making that happen.

0:11:5.530 --> 0:11:25.450  
Laurie Beesting  
The the we BC cost the the number of weeks that I was on helped me to connect with people and I learned about the opportunity to have some interns, students to employ them as part of their degree cost to help me with social media.

0:11:25.460 --> 0:11:27.30  
Laurie Beesting  
That hasn't happened just yet.

0:11:27.40 --> 0:11:29.10  
Laurie Beesting  
Nobody's taken the post.

0:11:29.440 --> 0:11:31.720  
Laurie Beesting  
I'm hoping that that's going to happen this year.

0:11:33.690 --> 0:11:37.180  
Laurie Beesting  
And I've also been approached by.

0:11:39.450 --> 0:11:47.950  
Laurie Beesting  
A company in Australia who would like to adopt it and they are thinking about becoming a distributor in Australia.

0:11:47.960 --> 0:11:51.630  
Laurie Beesting  
So that's been a big step forward for me for the Australia reddition.

0:11:52.440 --> 0:12:0.840  
Laurie Beesting  
I've now got to figure out how to get the book and the program and me known more in Canada.

0:12:22.160 --> 0:12:22.380  
Emma Bergin  
Yep.

0:12:0.850 --> 0:12:30.750  
Laurie Beesting  
So my my big area of development now, which is hopefully going to be on the agenda for me and my hubby to try to further our understanding to get things in motion to think about, distributorship, to think about better marketing, to think about training that I will need and one of the biggest things that I took away from the the web BC program was to set myself short term goals.

0:12:31.390 --> 0:12:31.880  
Emma Bergin  
Hmm.

0:12:32.880 --> 0:12:33.490  
Laurie Beesting  
The bigger.

0:12:41.60 --> 0:12:41.320  
Emma Bergin  
Yep.

0:12:35.410 --> 0:12:44.100  
Laurie Beesting  
Getting it out there and trying to make it big was too vague and I was getting nowhere right.

0:12:43.460 --> 0:12:44.480  
Emma Bergin  
Got it. OK.

0:12:44.430 --> 0:12:45.880  
Laurie Beesting  
I need all targets.

0:12:47.250 --> 0:12:47.700  
Emma Bergin  
OK.

0:12:47.710 --> 0:12:49.80  
Emma Bergin  
Yeah, that's really good to know.

0:12:49.90 --> 0:12:55.600  
Emma Bergin  
I think this is maybe a good time to kind of switch over to my we BC questions and then we can go back to a few others later on.

0:12:55.610 --> 0:12:59.420  
Emma Bergin  
But to start I guess, how did you find out about we BC?

0:12:59.430 --> 0:13:0.800  
Emma Bergin  
Did you just let Google them?

0:13:0.810 --> 0:13:2.40  
Emma Bergin  
Is it like a word of mouth?

0:13:2.50 --> 0:13:5.320  
Emma Bergin  
How did you kind of discover their programs and offerings?

0:13:6.60 --> 0:13:11.130  
Laurie Beesting  
I think probably about three years ago, I started looking for areas of support.

0:13:21.220 --> 0:13:21.420  
Emma Bergin  
Yeah.

0:13:11.620 --> 0:13:24.350  
Laurie Beesting  
I looked locally, training in BBB training in BC help for women entrepreneurs and I just came across it, I think.

0:13:24.410 --> 0:13:27.50  
Laurie Beesting  
And do you know what?

0:13:27.60 --> 0:13:40.450  
Laurie Beesting  
I don't even think I remember the exact time that I connected with them, but it was certainly through trying to figure out my way through the maze of how to make some improvements. Umm.

0:13:39.980 --> 0:13:41.140  
Emma Bergin  
Yeah, that makes sense.

0:13:41.500 --> 0:13:45.690  
Emma Bergin  
And have you taken other programs with them or did you just do?

0:13:45.700 --> 0:13:50.60  
Emma Bergin  
I believe you were a mentor in one of their programs or mentee.

0:13:49.640 --> 0:13:50.90  
Laurie Beesting  
I.

0:13:50.930 --> 0:13:55.0  
Laurie Beesting  
No, I I felt a little overwhelmed.

0:14:17.380 --> 0:14:17.520  
Emma Bergin  
Yeah.

0:14:27.250 --> 0:14:27.820  
Emma Bergin  
Yeah.

0:13:56.840 --> 0:14:28.660  
Laurie Beesting  
Uh, with enough actions in my head to try to work through this year, so I haven't actually taken the opportunity to do anything else, but once I can feel that I've moved forward, hopefully then going back to them would be definitely an option because it's also enabled me to have a a more of a clarity of to know what to ask for and know what my needs are. Yeah.

0:14:28.250 --> 0:14:32.680  
Emma Bergin  
So sorry, just to confirm, are you in any of the programs right now?

0:14:32.690 --> 0:14:34.220  
Emma Bergin  
Are you in the mentee program?

0:14:34.940 --> 0:14:35.120  
Laurie Beesting  
No.

0:14:35.880 --> 0:14:36.100  
Emma Bergin  
OK.

0:14:37.160 --> 0:14:45.980  
Emma Bergin  
So you had mentioned there was a posting to potentially get some internship, is that through we've BC as well?

0:14:46.580 --> 0:14:48.280  
Laurie Beesting  
That's through Douglas College.

0:14:49.160 --> 0:14:51.240  
Emma Bergin  
OK, cool. Alright.

0:14:50.670 --> 0:14:52.710  
Laurie Beesting  
That was one of the members.

0:14:54.890 --> 0:15:0.300  
Laurie Beesting  
Of the costs and when the the we be see.

0:15:2.490 --> 0:15:9.820  
Laurie Beesting  
Organizers put us into groups to try to share our ideas and help each other.

0:15:10.350 --> 0:15:17.740  
Laurie Beesting  
I happened to be put into a group of a lady who was able to tell me that this was a possibility.

0:15:18.790 --> 0:15:19.230  
Emma Bergin  
Got it.

0:15:19.320 --> 0:15:24.280  
Emma Bergin  
OK, so in the group you're in that we receive organized.

0:15:24.290 --> 0:15:26.980  
Emma Bergin  
You wanna tell me a little bit about that experience?

0:15:27.670 --> 0:15:31.160  
Emma Bergin  
How that's going if it's still ongoing or if it's finished already?

0:15:32.80 --> 0:15:42.80  
Laurie Beesting  
No, I didn't do any follow up once the course was over, I had my list of things that I wanted to do and I haven't connected with.

0:15:43.670 --> 0:15:45.200  
Laurie Beesting  
I haven't connected with most of them.

0:15:45.210 --> 0:15:47.100  
Laurie Beesting  
I connected just with one other lady.

0:15:47.110 --> 0:15:47.540  
Laurie Beesting  
Who?

0:15:47.970 --> 0:15:48.780  
Laurie Beesting  
Who?

0:15:49.30 --> 0:15:56.500  
Laurie Beesting  
We decided to connect just to talk our successes through further, but it was very much a social support thing.

0:15:57.80 --> 0:15:57.700  
Emma Bergin  
Yeah.

0:15:58.40 --> 0:15:59.450  
Emma Bergin  
And how was your experience with that?

0:16:0.410 --> 0:16:0.840  
Laurie Beesting  
Great.

0:16:0.850 --> 0:16:3.970  
Laurie Beesting  
Yeah, it's nice to know that people are there if you need to reach out.

0:16:4.680 --> 0:16:5.800  
Emma Bergin  
Yeah. OK.

0:16:5.810 --> 0:16:6.200  
Emma Bergin  
Awesome.

0:16:6.210 --> 0:16:14.260  
Emma Bergin  
And then anything else in the world of if we BC, did you have any other other outcomes when you took the course or met the other women?

0:16:16.170 --> 0:16:17.140  
Laurie Beesting  
Nothing really.

0:16:17.190 --> 0:16:29.800  
Laurie Beesting  
I'm just hoping that the link the connection with the Douglas College interns that that was like the session that I thought right, this is my big action for this year.

0:16:30.480 --> 0:16:30.720  
Emma Bergin  
Now.

0:16:29.810 --> 0:16:32.240  
Laurie Beesting  
So I as a byproduct.

0:16:48.870 --> 0:16:49.900  
Emma Bergin  
Yeah. OK.

0:16:33.870 --> 0:16:50.0  
Laurie Beesting  
To attending the web BC as a byproduct to meeting this particular lady, I've now got a target for this coming year to try to get some interns students to help me with my social media lack of skill. Umm.

0:16:49.910 --> 0:16:50.610  
Emma Bergin  
Awesome.

0:16:50.700 --> 0:16:51.660  
Emma Bergin  
That sounds great.

0:16:51.810 --> 0:16:53.880  
Emma Bergin  
And what does your future look like?

0:16:53.890 --> 0:17:0.160  
Emma Bergin  
And so that can mean in terms of your business or kind of I think you mentioned like a few goals that you have for the upcoming year.

0:17:0.690 --> 0:17:4.10  
Emma Bergin  
What's next for, for you and in your book?

0:17:4.800 --> 0:17:10.970  
Laurie Beesting  
My next target is to take a look at where I am with all three editions.

0:17:20.560 --> 0:17:20.740  
Emma Bergin  
Yeah.

0:17:10.980 --> 0:17:31.210  
Laurie Beesting  
The Canada US Edition, the UK edition and the Australia edition and try to set myself quarterly goals for all three, which is the skill I I picked up from the we BC that that is so obvious until it and until it it wasn't obvious.

0:17:31.220 --> 0:17:38.80  
Laurie Beesting  
But when once that's pointed out, it just makes simple sense, take quarterly goals and see if you can achieve them.

0:17:42.500 --> 0:17:42.640  
Emma Bergin  
Yeah.

0:17:38.190 --> 0:17:53.970  
Laurie Beesting  
So I'm trying to set quarterly goals for all three editions I and my big one for this next quarter to take me up to summer is to hopefully get a distributor in Australia.

0:18:1.950 --> 0:18:2.180  
Emma Bergin  
Mm-hmm.

0:17:56.110 --> 0:18:25.640  
Laurie Beesting  
Think about how to improve sales in UK, because that's been my weakest addition so far and my big one that's very, very live at the moment is to reach out to more schools in Canada and the US to try to let them know which schools are using it to try to hopefully get lots and lots more orders because the feedback that I get from the book 1 sits in people's hands is great.

0:18:26.250 --> 0:18:26.540  
Emma Bergin  
Yep.

0:18:29.20 --> 0:18:29.320  
Emma Bergin  
Now that.

0:18:26.410 --> 0:18:30.920  
Laurie Beesting  
But it's been enough people's hands at the moment to be I want to.

0:18:30.930 --> 0:18:35.100  
Laurie Beesting  
I want the book business to take over my teaching business.

0:18:35.270 --> 0:18:36.180  
Laurie Beesting  
It's chicken and egg.

0:18:37.820 --> 0:18:38.700  
Emma Bergin  
Holly, OK.

0:18:38.180 --> 0:18:40.420  
Laurie Beesting  
Like like like the old joke.

0:18:40.430 --> 0:18:41.490  
Laurie Beesting  
Don't give up your day job.

0:18:44.610 --> 0:18:45.720  
Emma Bergin  
OK, mazing.

0:18:45.730 --> 0:19:1.170  
Emma Bergin  
And just in terms of the community that you live in and how you, I know you still kind of teach other side, is there any kind of positive effects that you've seen your book have on the community or people around you or students that you've had?

0:19:4.350 --> 0:19:4.710  
Laurie Beesting  
Well.

0:19:7.190 --> 0:19:14.530  
Laurie Beesting  
It's kind of hard for me to say this, but it it's had an absolutely enormous effect the the feedback.

0:19:16.100 --> 0:19:17.640  
Laurie Beesting  
The personal.

0:19:19.620 --> 0:19:21.700  
Laurie Beesting  
Comments the testimonials.

0:19:23.300 --> 0:19:25.390  
Laurie Beesting  
Have been unbelievable.

0:19:25.400 --> 0:19:29.420  
Laurie Beesting  
People have used the term game changer.

0:19:32.480 --> 0:19:58.850  
Laurie Beesting  
The original students that I trialed the course out on when I first set out to write it back in 2016, those kids are now all left school and graduated and the number of times that people let me know that well, they they say lovely things like you really changed my son's life because that was just what they needed.

0:19:59.270 --> 0:19:59.450  
Emma Bergin  
Yeah.

0:19:59.440 --> 0:20:7.520  
Laurie Beesting  
And I don't know whether it's appropriate, but as part of this, you might want to take a look at my website testimonials page.

0:20:14.270 --> 0:20:14.490  
Emma Bergin  
Yeah.

0:20:7.580 --> 0:20:17.510  
Laurie Beesting  
Which the testimonials have all come voluntarily from parents and school teachers without me prompting them.

0:20:17.570 --> 0:20:25.430  
Laurie Beesting  
And they've all been printed on the testimonials page with their permission, and the wording in there answers your question there.

0:20:25.440 --> 0:20:31.570  
Laurie Beesting  
The the the impact that the program and the initiative, the, the, the idea.

0:20:33.670 --> 0:20:38.540  
Laurie Beesting  
Has just gone amazingly, amazingly well, so I'm very.

0:20:40.480 --> 0:20:45.150  
Laurie Beesting  
Humbled and proud that that's had such an effect on students lives.

0:20:47.150 --> 0:20:47.390  
Emma Bergin  
Yeah.

0:20:45.260 --> 0:20:47.720  
Laurie Beesting  
Also, the parents as well, because they were tearing their hair.

0:20:50.110 --> 0:20:50.760  
Emma Bergin  
Got it.

0:20:50.910 --> 0:20:52.160  
Emma Bergin  
OK, awesome.

0:20:52.830 --> 0:20:59.150  
Emma Bergin  
Is there any other questions or things that I missed that you feel like you would wanna add?

0:21:0.510 --> 0:21:14.290  
Laurie Beesting  
No, I I guess one the the two things that I'm particularly proud of in the book is that which have a page you turned to in the book, there are 100 lessons and they all follow the same format.

0:21:14.700 --> 0:21:19.150  
Laurie Beesting  
They all have a learning objective, a short teaching script.

0:21:24.590 --> 0:21:24.950  
Emma Bergin  
Hmm.

0:21:19.780 --> 0:21:40.0  
Laurie Beesting  
8 questions to try and then on the back eight questions to test and every single page, every single lesson is only one page long, and the teaching script and the choice of making it only one page long has been one of its biggest strengths.

0:21:41.10 --> 0:21:41.300  
Emma Bergin  
Right.

0:21:40.70 --> 0:22:5.840  
Laurie Beesting  
Because students who are already in upper elementary school or further were overwhelmed and failing when they felt that they were having to go back after back to earlier skills, the biggest praise that I've had was the fact that it's only got one page per concept because the students and the parents felt that it was doable.

0:22:6.660 --> 0:22:6.820  
Emma Bergin  
Yeah.

0:22:8.390 --> 0:22:10.780  
Laurie Beesting  
But that's been a huge, huge.

0:22:13.190 --> 0:22:42.10  
Laurie Beesting  
Selling point and key to the success of the program, I think I've been asked to do many, many conference speaking points, speaking presentations and I'm also now involved in teacher training on inset days schools invite me in and I it motivational talks to to teachers and so that's being a bit of a a journey that I hadn't expected but very well.

0:22:41.480 --> 0:22:43.850  
Emma Bergin  
No, that's awesome.

0:22:42.420 --> 0:22:43.940  
Laurie Beesting  
Yeah, that's all.

0:22:45.60 --> 0:22:46.50  
Emma Bergin  
Other fun stuff.

0:22:46.60 --> 0:22:46.710  
Emma Bergin  
OK.

0:22:46.800 --> 0:22:47.710  
Emma Bergin  
Well, great.

0:22:47.720 --> 0:22:49.580  
Emma Bergin  
I feel like I have everything I need.

0:22:50.520 --> 0:22:50.780  
Laurie Beesting  
Right.

0:22:52.70 --> 0:23:2.930  
Emma Bergin  
My last kind of question and you can feel free to answer it or not, is if you had advice to give to someone starting their own business, what advice would you give for someone getting started?

0:23:9.490 --> 0:23:18.930  
Laurie Beesting  
One of the things that really almost stopped me going ahead was my lacking confidence with with social media and technology.

0:23:19.430 --> 0:23:21.330  
Laurie Beesting  
I I've got a bit of a.

0:23:24.110 --> 0:23:37.140  
Laurie Beesting  
A personality that has a real it could be called arrogance, but I mean it more in a way of I like doing things in the way that I think it should be done.

0:23:37.690 --> 0:23:38.10  
Emma Bergin  
Umm.

0:23:38.30 --> 0:23:39.370  
Laurie Beesting  
I always have.

0:23:39.420 --> 0:23:45.160  
Laurie Beesting  
I don't always feel that you have to follow certain rules, albeit a certain type of person, to start a business.

0:23:46.150 --> 0:24:10.620  
Laurie Beesting  
I knew I didn't have tech skills, and even down to people begging me to make this book into digital, I felt so passionate and strongly about this should be a real book and it should be bold and brave enough to be different, not following exactly what other people told me it should contain.

0:24:11.260 --> 0:24:11.450  
Emma Bergin  
Yeah.

0:24:11.70 --> 0:24:25.320  
Laurie Beesting  
I had my own mind and I stuck to my guns and those feelings and strong feelings of wanting to do it the way that I envisaged it would be have actually turned out to be the best points of its success.

0:24:27.440 --> 0:24:27.620  
Laurie Beesting  
Yeah.

0:24:26.250 --> 0:24:27.700  
Emma Bergin  
Amazing come. OK.

0:24:29.280 --> 0:24:29.520  
Emma Bergin  
OK.

0:24:28.250 --> 0:24:32.450  
Laurie Beesting  
So in in a nutshell, don't be persuaded.

0:24:34.750 --> 0:24:40.0  
Laurie Beesting  
To do things in a way that somebody else tells you it should be, listen to their advice.

0:24:41.950 --> 0:24:52.360  
Laurie Beesting  
Consider it and be open minded but still stick with what you feel is close to your heart if you.

0:24:53.130 --> 0:24:53.740  
Emma Bergin  
Anything.

0:24:54.270 --> 0:24:56.100  
Emma Bergin  
OK, that's really great advice.

0:24:56.970 --> 0:25:0.260  
Emma Bergin  
Before I stop the recording, is there anything else you wanted to add?

0:25:1.570 --> 0:25:2.480  
Laurie Beesting  
I don't think so.

0:25:2.530 --> 0:25:3.450  
Laurie Beesting  
Just to say thank you.

0:25:4.170 --> 0:25:4.500  
Emma Bergin  
OK.

0:25:4.510 --> 0:25:8.300  
Emma Bergin  
Well, I will go ahead and stop them this and then we can wrap up.

0:25:9.0 --> 0:25:9.220  
Laurie Beesting  
Yep.