

BROCC

Community Action in Southwestern Vermont
Since 1965

December 30, 2014

Hannah Abrams Testimonial

I have had the pleasure of having Hannah come as one of my Guest Speakers to the "Individual Development Account" (IDA) Workshops in Rutland. IDA is a Matched Savings Program with the participants saving for capital improvements for an existing business or starting a business for self employment. Hannah's expertise coaching small business owners or "solopreneurs" as she calls them is a perfect fit for these workshops providing the IDA participants guidance on running their business successfully. She provides easy to understand information and printouts about prioritizing and time management. Her presentation style invites everyone to get involved in the discussion as well as focusing on their individual business. She encourages networking and marketing ideas as well as sharing great books and websites that a business owner would benefit from reading. Hannah has returned three more times and is my super star guest speaker. She provides the new business owners with proven strategies to use their time wisely and a structure to plan ahead, organize their office and file system, setting up a referral system and many creative marketing strategies that will help them stay focused and on track to run their business profitably. Many of the IDA participants have taken her up on her "Complimentary Business Coaching Session" and find her advice invaluable. Our IDA Workshop always lasts longer than the usual two hours as everyone wants to keep talking with Hannah. She has an approachable easy going style that encourages business owners to be the best they can be at what they do. I look forward to future IDA Workshops with Hannah.



Shelley B. Faris

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