

Cousins launch online business in just 13 days to support stranded pregnant women during pandemic

Two ambitious women lead the charge in humanising online courses and supporting our most vulnerable

Sydney, Australia - May 6, 2020

Pregnant women have been among the most vulnerable group to be impacted by Coronavirus with many unable to access essential childbirth education services cancelled by hospitals.

Responding to this urgent need, a Sydney team of two cousins have combined their skills to pivot and launch a new business in just 13 days.

Sarah Tooke, an award-winning midwife has been running antenatal classes at a leading Sydney private hospital for over 10 years as well as privately in people's homes. Recognising the need to quickly provide this essential service online when Coronavirus hit, she reached out to her cousin, Jo Stone, who had already successfully built and scaled several online businesses.

Together, they created, filmed and built three best-in-class online antenatal programs, supported by a website, marketing materials and social media campaigns, all in just 13 days. This was achieved without compromising the quality of the programs and was only possible due to both Sarah and Jo's years of past experience.

"Being pregnant is an exciting time, but also nerve wracking under normal circumstances. Coronavirus and all the uncertainty it brings, is making these women more stressed than ever, which is not good for them or their unborn baby. I knew I had to move quickly to be able to ensure expectant parents can be as prepared as possible for what awaits them in the birthing suite."

The impersonal nature of online courses had previously put Sarah off the move to digital. However having a successful online coaching business in a different market, Jo knew there was an opportunity to stand out by offering a blend of both online learning with live Q&A calls to ensure the personal touch is kept alive.

"What expectant parents need right now is human connection and reassurance that they're not alone. We don't want them relying on Dr Google or heresy, particularly now when they are locked out of face-to-face hospital classes. This is the beauty of my program that gives everyone access to a live Q&A call with a midwife ensuring no question will remain unanswered."

Since their launch just weeks ago, Sarah has been overwhelmed with the demand for quality education and the reluctance of already tired pregnant people to sit through 8 consecutive hours of Zoom classes, which is often the alternative being provided.

"We've had such lovely feedback about the program from clients. They love how easy it is to understand, how practical it is and how much more confident it makes feel. Being able to pivot so quickly, with such a great response and doing it all with family, has just been the icing on the cake," said Sarah.

Having two young kids each, Jo and Sarah know the challenges that each of these expectant parents will face. How they've managed to pull off such a successful business launch in so little time, all while home schooling their children in the middle of a pandemic, is a little miracle of its own.

Further information about Sarah's online antenatal programs with a difference is available at www.childbirtheducationonline.com.au

About Sarah Tooke

Sarah is a registered nurse, registered midwife and childbirth educator who has developed, designed and delivered childbirth education for over 1,000 couples over the last 10 years. She's also in high demand for private antenatal classes and is recommended by many of Sydney's top obstetricians for

her evidence based yet down-to-earth approach to childbirth and parenting.

About Jo Stone

Jo is a coach and consultant who has successfully launched and grown a number of online businesses, leveraging her 15 years Marketing experience in large corporates. Jo's the marketing and digital smarts of the company, ensuring a best-in-class experience is delivered and is the perfect complement to Sarah's clinical knowledge.

Contacts

Jo Stone

0431544312

mailto:jo@stonefusion.com.au