



Anna Ruth Vanlandingham

Sanford, Florida



Pinterest Pro Solutions

Learn about Florida Entrepreneur Anna Ruth Vanlandingham:

Anna Vanlandingham, founder of Pinterest Pro Solutions, launched the company after retiring as an economics instructor because she has always been attracted to entrepreneurship and running her own business. “I’ve always been intrigued with entrepreneurship and love the whole spirit of it,” she said. “I was looking at retiring from teaching and looking for something to do with my time because I wasn’t going to just sit around town. Pinterest was growing rapidly at the time and my research told me that most people were doing all types of social media not focusing on Pinterest.”

After identifying that social media niche, Vanlandingham launched Pinterest Pro Solutions which provides services in three main areas. “One thing I do is manage Pinterest accounts for companies,” she said. “I do all work of pinning, creating pins and finding followers and leads.

The second thing I offer a Pinterest account setup package where I take that cumbersome task off clients' plates and create sample boards that clients can follow, which they like because they feel more confident getting started. Lastly, I do workshops and speaking events."

Vanlandingham's advice to aspiring entrepreneurs is to learn from others' mistakes, including her own. "Go to the SBDC or SCORE or incubator and let them help you," she said. "I learned through the school of hard knocks and I didn't need to do that. When I first started I hired a coach who did not deliver on her claims. Instead of helping me develop my idea, she tried to take one of my best clients and gave me bad advice. That was an expensive lesson to learn. There are excellent entrepreneur resource agencies to assist but people don't realize as an entrepreneur how much help you can get."

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