Your Podcast Worksheet

Valuable marketing advice for your Australian small business

littlemarketing.
Australian marketing consultancy for small business

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EPISODE 10

10 lessons on small business marketing, accounting and more from a business veteran

In this episode, we talk with Senior Partner and business veteran from M.A.S Partners John Corias about small business owners, his key observations in his dealings with them and some of the key ingredients to give your business the best chance of success.

Hint: If you're a new business, "imagine" 12 months' time from today and then attempt this exercise.

10 lessons on small business marketing, accounting and more from a business veteran

1. Surround yourself with successful and positive people
2. Never close doors
3. Use technology to deliver and stay ahead of the game
4. Review expenditure but don't take the foot off driving revenue
5. Ensure productivity is at its peak
6. Provide decisive and empathetic leadership
7. Love what you do!
8. Never stop learning
9. Hire for great energy within your team
10. Give back where you can

Notes

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