

# Your Podcast Worksheet

Valuable marketing advice for your Australian small business



Australian marketing consultancy for small business



EPISODE 17

## Why Australian small businesses are more than the backbone of our economy.

*In this episode, we are joined by Alexi Boyd who is the founder of Small Biz Matters. As the once CEO of COSBOA (Council of Small Business Organisations Australia), Alexi has worked with the biggest names in Government, media and business, so it was great to have her on the Little Marketing podcast to share a whole lot of insights around how COSBOA helps small businesses, what Alexi's learnt about small business in her career and how her current business Small Biz Matters is also helping Australian small businesses.*

**1.** You're not alone. Remind yourself of that every day. Write that here.

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**2.** How are you best positioning your business in the minds of its customers and clients where there's the least amount of competition? No answer? Check out Episode 1 to help on that journey.

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**3.** Put a marketing plan together and consider what marketing activity is working. List down what's working and what isn't.

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**4.** Surround yourself with experts, whether they be an accountant, a marketing consultant or technology focused people. List out who your circle of influence is. If you are a new business, list out who you want in your circle of influence.

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