

Your Podcast Worksheet

Valuable marketing advice for your Australian small business



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EPISODE 18

What a dog trainer can teach us about marketing for small business.

For those of you who have pets, or specifically dogs, you'll love this episode even more. Our guest is Racheal Romeo, she's the director Riverina K9, in the beautiful NSW Riverina area. Her business helps dogs and their owners with dog training, behavioural change, and whole lot more.

Racheal has been running the business for almost 10 years, so in this episode Racheal shares a whole lot about her business including:

- The vast array of marketing her business does
- How she manages the business and the family in her busy schedule
- And just in general some of her wins and learnings along the way in her business journey

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

1. List down what marketing activity is working and what's not when it comes to driving revenue into your business

2. Consider what marketing activity is working. Can you do more of it? For the things that aren't working, how can you make them work or is it time to try something else?

3. Do you have structure in your day? A daily / weekly schedule? Create one here.

4. What activities have you not considered before and is it time to try them?
