

# Your Podcast Worksheet

Valuable marketing advice for your Australian small business



LISTEN ON



EPISODE 19

## 5 ways to help your small business marketing work.

*In this episode, we discuss five key points to help your small business marketing work. We talk about the meaning of marketing and how to be great at it, the different between marketing strategy and activities, the meaning of brand positioning and why it's important, why time is an obstacle that can be overcome and how we overcome that by creating some structure in your marketing via a marketing plan.*

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

1. What's characteristics will make your business marketing led?

---

---

---

2. Do you have a positioning? Don't invest another minute or dollar without it

---

---

---

3. What is your brand positioning?

---

---

---

4. Do you use "time" as an excuse?

---

---

---

5. Get to creating a marketing plan that will include a positioning, the activities that you will use to communicate, the timing around these and their investment

---

---

---