

Your Podcast Worksheet

Valuable marketing advice for your Australian small business



EPISODE 8

5 step process to create a consistent marketing message

In this episode, we talk about the 5 step process you can follow to create a simple marketing message to help you stand out from the competition and cement your positioning in the minds of your customers and clients. This is a culmination of the first 7 episodes of the Little Marketing podcast.

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

1. List down some fear words e.g.: the leading, the only, specialist

2. List down who your target audience is e.g.: type of business, age group

3. List down your core offering e.g.: women's active wear, residential plumber

4. List down the location where you provide your offering e.g.: suburb, city or country

5. Write down some options of positioning statements bringing together a combination of the 4 points above
