



Your Podcast Worksheet

Valuable marketing advice for your Australian small business



Australian marketing consultancy for small business

EPISODE 1

7 Key points to help you find & define your point of difference to help you stand out from competition

In this very first episode, we'll discuss 7 points to help small businesses find and define their point of difference to ensure they stand out from competition and position themselves in a way so that clients and customers choose them instead!

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

1. What do our clients and customers say about us?

2. What are our business and marketing goals?

3. Where does our revenue come from?

4. Who is our competition, what do they do and who is their audience?

5. Who is our current and ideal audience and how can it be different to the competition?

6. What is our current product or service offering and how can it be different to the competition?

7. Let's create a positioning statement
