

# Your Podcast Worksheet

Valuable marketing advice for your Australian small business



EPISODE 9

## The importance marketing has on effective design for small businesses

*In this episode, we talk about the importance of marketing for small businesses and the impact it has when it comes to creating effective design for Australian small businesses*

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

### Some great tips when communicating with your designer...

- 1. Define your positioning and why you're different to the competition
- 2. Define your key target audience
- 3. Discuss your goals and what you want to achieve from each piece of design
- 4. Be open to suggestions from your designer
- 5. Set some deadlines

### Notes:

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