Your Podcast Worksheet

Valuable marketing advice for your Australian small business



Australian marketing consultancy for small business

🖗 Apple Podcasts LISTEN ON 🥽 Spotify 🕨 YouTube

EPISODE 14

The impact great positioning has on multiple marketing tactics with Emma Sutherland

In this latest Little Marketing episode, we talk with Emma Sutherland, Director of Studio You, one of Australia's longest standing naturopathy clinics based in Sydney. We chat about her passion for helping women and children, how a great focus and brand positioning from day 1 has ensured her multiple marketing tactics helped to build her business, as well as some of the mindset characteristics of her successful clients.

- 1. Ensure you create your brand positioning (seek out our earlier episodes to help with this)
- 2. Review marketing tactics to ensure they communicate your brand positioning,
- 3. Create a daily routine for work and personally that works, and you can stick to
- 4. Body mind and soul need to be in sync. How are you creating yours?
- 5. Don't be scared to scale back before you grow your business again.

Notes



Sydney P 02 9700 1869 Bayview Tower Level 2/1753 Botany Road Botany NSW 2019

Brisbane

P 07 3062 9457 Corporate House Lobby 1/Level 2 76 Skyring Terrace Newstead QLD 4006

Melbourne

P 03 9640 0197 Ground Floor 380 Docklands Drive Docklands VIC 3008

Perth

P 08 6263 4486 42/44 Kings Park Road West Perth WA 6005