

# Your Podcast Worksheet

Valuable marketing advice for  
your Australian small business



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

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