

# Your Podcast Worksheet

Valuable marketing advice for your Australian small business



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EPISODE 20

## The marketing journey of this incredible 25 year old Australian painting company.

What a 25 year long journey for this amazing painting company.

In this episode, we chat with guest Tony Conway, the Director of Sydney based Premier Painting. Tony has been running this incredible and unique painting business for over 25 years, working across strata, Government, commercial and residential sectors. In this episode, we discuss:

- How marketing from day 1 has been key to longevity
- Why the compound effect of his consistent marketing approach is critical
- And how the painting of 1 big door opened up so many more!! (great story)

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

### 1. How are you positioning your business differently to the competition?

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### 2. List down what marketing activity is working and what's not when it comes to driving revenue into your business

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### 3. Consider what marketing activity is working. Can you do more of it? For the things that aren't working, how can you make them work or is it time to try something else?

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### 4. How can you get more out of existing customers and clients, and how can you set up the infrastructure to help you to do this?

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### 5. What activities have you not considered before and is it time to try them?

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### 6. If you are a new, where do you think you are going to be getting your revenue from?

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