

Your Podcast Worksheet

Valuable marketing advice for your Australian small business



EPISODE 4

5 topics in regard to where revenue is coming from and its impact on our marketing

In this episode, we discuss five key points in regard to where current revenue is coming from and how that's going to help us in our marketing. We talk about documenting where current revenue is coming from for an existing business, where it could come from for a new business, and how that's going to help us and shape our marketing.

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

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

2. 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?

3. 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?

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

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