

15 Key learnings from great marketers

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Looking for some inspiration from some great entrepreneurs?....read on.

- Don't try to be all things. **Paul Goveas, Bridge Clinic** -
- Copy the best ideas from **Dick Smith, Dick Smith Electronics** together under one roof -
- Do things differently from **Evan Mordkhetich, Pharmacia** can go head-to-head -
- Great people need the support of **Di Mento, Teesdale** One need to build a business that is process or
- Anticipating and shaping, **John King, Jurisdiction Enterprises** - 'heart reading, not mind reading' -
- Look for the right type of **Patricia Zaleski, AZ** The right type of space to be in -
- Make sure your idea is **Lois Puller, Sydney** what the customer wants -
- A passionate and persistent **Terese Reinhold, Esca** that is bigger than the business -
- Believe in what you want **Barbara Carr, Energy** you have staying power. -

- Try to find mentors who **Janice Allis, Boost Juice** in the past. -
- Never let the fear of losing **Logan Playson, Logane Active Wear and Bodywise**
- The Hengehog Concept **Natalie Blom, Baby Cosmetics** and stick to it -
- Make sure every client **Kristy Deussen, M&M Haircut with Real Estate** of marketing - to have custom
- Make sure the early **Kevin Barney, Corporate Housing** you want it to be in the long term. Even th
- Take risks and make **Kristina-Karen, The Krik** not always the right ones, as long as you learn from

These extracts are taken from the following:

John C. Lyons and Edward de Bono have written a great book titled "Marketing without money: How 20 top Australian Entrepreneurs crack markets with their minds". Below are some key learnings that can be applied to your business.

"Female Entrepreneurs: Leading Australian Businesswomen" by Leiza Clark (2006). New Holland Publishers (Australia) PTY.Ltd.