

THE BUSINESS OF DOING BUSINESS

Session 3 Workbook

Customers, Brand & Digital Content

“Do they get it?”

September 2026 | Southern Cross University, Lismore

Name: _____

Business: _____

Role: _____

About this workbook

Use this workbook to capture your thinking during the session, challenge your assumptions and leave with one practical next step.

The goal

Not more marketing activity. A clearer decision about what your marketing needs to change, what your customer needs to believe, and where that message matters most.

How today fits together

- Customer context — get clear on who you are trying to reach and what matters to them.
- Customer journey — identify where people gain or lose confidence in your business.
- Marketing reality check — answer the three questions that turn insight into action.
- One action — choose a specific step you can take this week.

Today's presenters

Focus	Presenter
Brand, Customer & Messaging Clarity	Carol Liang <i>Adacy</i>
Digital Experience & Customer Journey	Ryan McCann <i>Founder & Creative Director, Lion & Lamb</i>
Storytelling & Content That Converts	Matt Siegel <i>Founder & Director, Green Thumb Media</i>
Emcee & Leadership Insight	Anthea Stevanovic <i>Founder, Intelligent Directions</i>

The three questions

What are we trying to change?

What do people need to believe?

Where does that message need to show up?

Everything in this workbook helps you answer these three questions.

Notes

PART 1 — CUSTOMER CONTEXT

Who are you trying to reach?

Your customer is not “everyone”. Choose one customer group, product or service to focus on for the exercises today.

INDIVIDUAL REFLECTION | 5 MINUTES

The product, service or audience I am focusing on today:

Who are they?

Define the customer specifically enough that you can picture a real person or business.

What do they care about?

Think about the problem they are trying to solve, the outcome they want and what may make the decision difficult.

Where do they first encounter you?

For example: referral, Google, social media, an event, signage, advertising or direct outreach.

Why might they choose you?

What is genuinely useful, relevant or different about the experience you offer?

OPTIONAL FOLLOW-UP

What do you know, and what are you assuming?

What you think customers value and what they actually value are often different. Strong marketing starts by separating evidence from assumption.

COMPLETE AFTER THE WORKSHOP

What I **THINK** customers value about us:

What customers **ACTUALLY** say:

Use reviews, enquiries, objections, feedback and conversations—positive and negative.

The gap—and what it might tell me:

If you do not know yet

That is useful information. Write down the assumption you need to test rather than treating it as fact.

Questions to ask your customers

You do not need to complete this section during the workshop. Use it after the session to replace assumptions with real customer insight.

- What was happening when you first realised you needed help?
- How did you look for a solution?
- What mattered most when comparing your options?
- What nearly stopped you from choosing us?
- Why did you choose us in the end?
- What gave you confidence in your decision?
- What was confusing, frustrating or harder than expected?
- How would you describe the value we provide to someone else?

What patterns am I hearing?

What assumption should I revisit?

How do customers experience your business?

Customers form an impression across a series of interactions. Map the journey for the customer, product or service you selected.

INDIVIDUAL REFLECTION | 5 MINUTES

1 DISCOVER

How do they first become aware of you?

Touchpoints:

What are they trying to understand?

2 CONSIDER

How do they compare you with alternatives?

Touchpoints:

What questions or concerns do they have?

3 DECIDE

What helps them say yes—or causes them to stop?

Touchpoints:

What proof or reassurance do they need?

4 STAY

What makes them return, recommend you or leave?

Touchpoints:

What experience do you need to reinforce?

Where in this journey are customers most likely to lose confidence?

PART 3 — MARKETING REALITY CHECK

Turn customer insight into a marketing decision

Use the customer context and journey you have mapped to answer the three questions. Before Question 1, confirm the customer or audience, product or service and relevant point in the journey you are focusing on.

Before you begin

Marketing is the expression of a strategy—not the strategy itself. The goal is to decide what your marketing needs to do before choosing channels or producing more content.

The three-question test

1. What are we trying to change?
2. What do people need to believe?
3. Where does that message need to show up?

The answers should connect. If they do not, revisit the customer context before choosing an action.

QUESTION 1

What are we trying to change?

Choose the business result—not the marketing output. “Post more often” is an activity. “Generate more suitable enquiries” is a result.

INDIVIDUAL REFLECTION | 5 MINUTES

- ☐ More enquiries or sales
- ☐ Better-quality enquiries or sales
- ☐ More repeat customers
- ☐ Better conversion from existing interest
- ☐ Less price resistance
- ☐ A stronger reputation
- ☐ A clearer offer
- ☐ A successful launch of a product or service
- ☐ Something else: _____

The ONE result I am trying to create is:

Why does this matter now?

What would tell me that it is improving?

Pressure test

Is this a business result you can recognise—or simply more marketing activity?

QUESTION 2

What do people need to believe?

People act when they believe something important about the problem, the outcome or your ability to help. Define the belief shift your marketing needs to support.

INDIVIDUAL REFLECTION | 5 MINUTES

What do customers currently think, assume or misunderstand?

What do they need to understand, trust or value instead?

Why would this belief help create the result from Question 1?

What would make it believable?

Choose proof that directly supports the belief—not simply information you already have.

- ☐ Customer reviews or testimonials
- ☐ Case studies or before-and-after examples
- ☐ Results, data or specific outcomes
- ☐ A clear explanation of your process
- ☐ Qualifications or relevant experience
- ☐ Demonstrations, samples or trials
- ☐ Transparent pricing, guarantees or expectations
- ☐ Something else: _____

The strongest proof I can provide is:

QUESTION 3

Where does that message need to show up?

Choose the point in the customer journey where the belief is most important—not simply the channel you use most often.

INDIVIDUAL REFLECTION | 5 MINUTES

- ☐ Website or landing page
- ☐ Google or search results
- ☐ Reviews and testimonials
- ☐ Social media
- ☐ Advertising
- ☐ Email or enquiry follow-up
- ☐ Quote or proposal
- ☐ Sales conversation
- ☐ Signage or physical location
- ☐ Packaging
- ☐ Referral or word of mouth
- ☐ Customer onboarding or aftercare
- ☐ Something else: _____

The most important place for this message is:

What does the customer need to see, hear or experience there?

What is currently missing or getting in the way?

Pressure test

Does this touchpoint occur at the moment the customer needs that belief or reassurance?

TEST YOUR THINKING

Partner challenge

Explain your three answers to another participant. Their job is to help you identify gaps, assumptions or ideas that are still too broad.

DISCUSSION | 10 MINUTES TOTAL, 5 MINUTES EACH

- Is the result specific enough to guide a decision?
- Does the belief matter to the customer—or mainly to the business?
- Would the proposed proof genuinely support that belief?
- Is the selected touchpoint where the customer most needs the message?
- What assumption still needs to be tested?
- What would make the action smaller, clearer or easier to begin?

Feedback I received

What I will refine

TAKE ACTION

My first action

Choose one specific action you can take this week. It should test an assumption, provide proof for the belief you need to build, or improve the most important point in the customer journey.

INDIVIDUAL DECISION | 5 MINUTES

Useful examples

- Ask three recent customers why they chose you.
- Ask one lost prospect what stopped them proceeding.
- Track how your next ten enquiries found you—and why they chose you.
- Replace one vague marketing claim with a specific proof point.
- Add a case study, result or example that supports the belief you need to build.
- Answer a common customer concern at the point where it occurs.
- Clarify what happens immediately after someone enquires.
- Test your key message with three customers before publishing it.
- Improve one specific confidence gap in the customer journey.

My action:

I will do this by:

The first person I will tell or involve is:

BRING IT TOGETHER

Share-back and panel notes

Discuss your strongest idea with your table, then choose one insight to share with the room.

TABLE DISCUSSION | 5 MINUTES

Our table's strongest insight

ROOM SHARE-BACK | 5 MINUTES

Questions for the panel

My notes

FINISH

Your one-page summary

Bring your answers together in one place. If they form a clear chain, you have a useful marketing direction.

1 WHAT ARE WE TRYING TO CHANGE?

The business result:

2 WHAT DO PEOPLE NEED TO BELIEVE?

The belief shift:

PROOF

What will make it believable:

3 WHERE DOES THE MESSAGE NEED TO SHOW UP?

The critical touchpoint:

MY FIRST ACTION

What I will do this week:

THE BUSINESS OF DOING BUSINESS

Clarity converts.

Noise doesn't.

What this means in practice

Know why before you market. Get clear on the customer, the belief and the point in the journey—then choose the channel or content.

Continue Your Journey

Scan the QR code below or visit our website to access:

1 Digital Directory

Connect with Northern Rivers professionals who can help you with the issues identified in today's workshop - from brand and web specialists to content creators and marketing advisers.

2 SCU Recognition of Prior Learning

Find out how Southern Cross University can recognise your participation in this series towards credit in the Master of Business program.

3 Upcoming Sessions

View dates, details and book your spot for the remaining sessions in The Business of Doing Business series.

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NEXT SESSION - Enhancing Business Performance | Thursday 12 November 2026

"Can we deliver it?"

You know your customer and your message. Next time, we'll make sure your team, systems and culture can deliver it.

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Business NSW Northern Rivers

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