

One-on-one Marketing Session



Have a results-driven marketing and public relations consultant point your business in the right direction in 90 minutes.

This package includes:

- One-on-one 90min marketing session with Phoebe Netto.
- Analysis of the stages of a good customer journey (from not knowing you, to referring you to others) and identifying the areas and gaps that require further attention.
- Questions and advice to assist in discovering your business USP and ideal customer.
- Summary of recommendations and notes from session.

Testimonials from small business owners who have participated in this program:

“Phoebe is a mover and shaker in the world of Marketing and PR. She did her research on our business and we had a very productive session. She has given us some great ideas to follow up on, and set some everyday tasks that will definitely benefit our business. She is intuitive, creative and most of all very personable.

I would recommend any business to take the time and out to talk to Phoebe, and take a look at your business from the outside with an expert.”

- Alex Riches, Managing Director, twenty26

“Not only did Good Business help us market our services more effectively, they helped us better understand and define our business. You can't promote yourself if you don't know yourself.”

- Oscar Nicholson, Managing Director, On Productions



Phoebe Netto

Managing Director, Good Business Consulting

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Ongoing Marketing Coaching Program



Fortnightly or monthly meetings - consulting and strategy. Receive ongoing marketing and public relations strategy and advice, specific to your business and its goals.

This package includes:

- 10 x one-on-one 90min productive marketing sessions with Phoebe Netto.
- Comprehensive and tailored recommendations in each session with an ongoing review of marketing activities.
- Includes realistic action points, support and guidance each month so you can implement your own marketing.
- Will result in consistent improvements to your business to meet your overall profit objectives.

Plus two extra sessions focusing on area of choice (\$310 for each session after that).

Testimonials from small business owners who have used the marketing and public relations services of Good Business Consulting:

"Since appointing Phoebe Netto to manage the marketing and PR for Rick Mapperson and Associates, I have seen a 150% return on investment on my annual marketing spend. She is experienced in getting results and has lifted my profile through amazing media coverage.

Her background in providing PR and marketing to big businesses makes her stand out from other small business consultants as she has fine-tuned skills that others do not seem to have."

- Rick Mapperson, Managing Director, Rick Mapperson and Associates

"As well as being extremely knowledgeable and experienced, Phoebe Netto is very well connected. Having access to some of Australia's finest in leadership, management and marketing. We consult with her and have found her to be a very valuable help with increasing our profile, reaching out to those who need us most, and gaining support."

- Ray McMartin, Director, Family Life Ministries



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