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These are some of our clients



Bob Ansett Says 'Press Hard' in 2009

In talking with Bob Ansett, founder of Budget Car and Truck Rental, we found he has a lot to say on business that meshes with our own take. He stresses the importance in 2009 of looking at the different parts of your business and making sure they all work as well as they possibly can to recession-proof your business...

[\[Read the article\]](#)

Exploit Your Under-Utilised Assets

Companies everywhere are under-recognising and under-utilising hundreds of assets and opportunities – ones they already have. Yet these assets and opportunities could turn those companies around, and be the source of their fastest gains in 2009. But there seem to be three recurring obstacles to leveraging these assets...

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How To Monetise Your Website

We've come across a number of website owners wanting to create significant revenues from their websites but approaching the task the wrong way. They've tried to solicit the revenue stream before the other parts were in place. The concept was good, but the steps to monetisation were wrong....

[\[Read the article\]](#)

Go For Google Search In Tougher Times

Google Adwords is a great performance-based measure that can feed hundreds or even thousands of leads into your sales conversion system at a very low cost per lead. But with 60% of searchers only looking at the natural search results, your organic search engine marketing can also play a big part in your lead generation....

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How We Do It...

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Get your brochure, website, advertisement or catalogue to us before March 31st and get a review of what it does well, what it could do better for you and get free advice on positioning, headline and design. Send your material or expression of interest to emma@strategyandaction.com.au before March 31st, 2009.

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