

Show Notes - #4 – Marketing Series A with Katrina McCarter

Welcome to the latest episode of the 'The Forty Plus Business Show' podcast with your host Hunter Leonard, sponsored by Silver & Wise. In this episode we talk about the topics of both marketing and mature age business ownership with Katrina McCarter, Founder of Marketing to Mums, and author of the groundbreaking book of the same name.



Katrina has started two successful businesses – the first at 39.5 and the second at 44. She is a strong advocate of business owners, and also of how to communicate to mums – the single biggest purchasing force in the Australian economy.

Katrina has researched her audience, surveying over 1800 mums, and can definitely be considered the #1 guru in how to market to mums in Australia.

But her messages about marketing are applicable to any business. Our discussion centred on the following topics:

- Why you must know your ideal customer very very well through research
- Why having a niche allows you to focus your resources and have a deeper more meaningful relationship with your customers
- Why it's great to take the leap as a mature age business owner

Katrina is on a mission to change the conversation about how we speak to mums, and to make a social difference too.

You can find out more about Marketing to Mums and Katrina here: <http://marketingtomums.com.au/>

Or connect with Katrina on LinkedIn at: <https://www.linkedin.com/in/katrina-mccarter/>

Get Katrina's FREE 20 Quick Wins downloadable guide at <http://marketingtomums.com.au/20-quick-wins/>

And buy her book here <http://marketingtomums.com.au/book/>

For more information on your host Hunter Leonard or Silver & Wise, here are some key contact details

Hunter Leonard - <https://www.linkedin.com/in/hunter-leonard/>

Silver & Wise - www.silverandwise.com.au