

30-day growth planning workbook

An independent NDIS Advertising planning resource. Not an NDIA or NDIS Commission document, legal advice or a guarantee of funding or marketing results.

Use this workbook to agree on a realistic marketing focus before selecting channels. Do not record participant names, diagnoses or sensitive details in this marketing worksheet.

1. Your starting point

Provider name, service areas and contact

Services you currently deliver and capacity you can genuinely support

What a suitable enquiry looks like

One growth goal for the next 30 days

Choose your priorities

Prioritise clarity and capacity before spend. Select one primary focus and one supporting channel.

2. Review your enquiry journey

What visitors need to know: service scope, location, availability, contact

Where your current enquiries come from

One friction point to remove from the website or enquiry process

Channels to test: Google, social content, referrals, print or other

Your four-week action plan

3. Assign a small set of actions

Week 1: confirm capacity and improve service information

Week 2: prepare creative, service pages or capability material

Week 3: publish or launch approved work

Week 4: review enquiry quality, not only clicks

Owners, due dates and approval checks

Review and next steps

4. Record evidence, not assumptions

Enquiries received and source (aggregate totals only)

Relevant enquiries and conversations progressed

What to keep, change or stop

Discuss a free growth plan

Visit ndisadvertising.com/free-tools to request a tailored growth plan. Your service scope is confirmed before a private quote is issued. No payment is needed for the enquiry.