

# **NAILING REPEAT BUSINESS**

**39 STRATEGIES TO KEEP CUSTOMERS COMING  
BACK & INCREASE PROFITS BY 95%**



# Want To Love Your Business Again?

Hi, we're Andy and Angela Smith, co-founders of Lifestyle Tradie and Dr. DRiP Plumbing. We teach tradies in business, just like you, how to break the cycle of chaos — long hours, hiring and cash flow dramas, debt collection, and constant bickering.

When you started your trade business, it was a proud moment. You'd finally be in control. Best of all, it was your ticket to a **better lifestyle for you and your family**. More freedom. But now, the self-doubt has crept in. You had no idea how busy and lonely you'd be feeling at the same time.

How do we know this? We've been there, too.

When we started our own trade business, Dr. DRiP Plumbing in 2000, it went gangbusters. It quickly grew into a **multimillion-dollar business**. At the peak, we had a team of 17 tradies, with eight vehicles on the road. We were on top of the world, right?

Wrong. Our lives were in complete chaos.

Like flicking a switch, we went from making **\$50,000 a month to losing \$50,000 a month**. At our worst, we had \$188,000 outstanding. The dire situation was soul-destroying for both of us and it took a heavy toll on our marriage. Everything we'd worked hard for was hanging in the balance.

We had no systems. Andy kept everything in his head. BIG mistake. Before our eyes, the business was **spiralling out of control** — and we were financially, emotionally and physically spent. We had no idea how to fix it and nowhere to go to get help, which completely weighed us down.

After hitting rock bottom in business ourselves, we climbed out the hard way, learning our biggest lessons through expensive trial and error. Based on this experience, we've developed **Lifestyle Tradie's** award-winning trade business education hub and community.

Here's the thing. It's the best business people who are successful, not the best tradies. TAFE only taught you the rules and regulations. Your first boss only taught you how to swing a hammer.

**You've never been taught how to become a business owner, until now.**

You don't have to reinvent the wheel.

Lifestyle Tradie Membership is for you — plumbers, electricians, builders, landscapers, painters, glaziers, air conditioning technicians, and more — if you want to **reclaim that proud moment**, where anything is possible.

To your success,

**Andy & Angela Smith**

*Andy & Ange Smith*





# Nailing Repeat Business

For most tradies, when you think about marketing your business, you automatically focus on how you're going to ATTRACT new customers. You often spend lots of money to ensure the phone rings ... and you constantly focus on searching for new jobs to fill your sales pipeline. Although this is important, what's often forgotten is the power of repeat business.

**We refer to this as RETENTION MARKETING.**

Doing retention marketing well can make work life much easier, but even more importantly it can increase your bottom line and quite significantly too.

## WHAT IS RETENTION MARKETING?

RETENTION MARKETING is the strategy of marketing that helps you convince existing customers to become repeat customers over time, signifying their loyalty & continued satisfaction with your brand.

## WHY IS IT IMPORTANT?

According to Harvard Business School, acquiring a new customer can be up to 5-25 times MORE EXPENSIVE than retaining an existing one. So wouldn't it make sense to keep a hold of existing customers and make them loyal, long term customers of your business? Unfortunately, most people are just focused on attracting NEW customers most of the time.

- A mere 5% increase in customer retention where customers booking again, can result in a profit increase ranging from 25% to 95%. Retention marketing efforts can have a HUGE impact on a company's bottom line.



## HERE ARE YOUR 39 RETENTION MARKETING STRATEGIES

1. Ask them to come back
2. Award communication (Finalist and/or winner communication)
3. Banner
4. "Be the FIRST" to have this NEW thing/OFFER
5. Blog posts on website and farmed out
6. Birthday card/gift
7. Cold call
8. Competitions
9. Credibility pack
10. Database monthly 'drip email' based on link to article on website/Call to action (offer)
11. Facebook retargeting using only your customer database
12. 'Letter to the owner' specific to the building you understand well
13. 'Magic Moments' gift for their pet, new baby, some milestone
14. Magnet
15. Membership Program
16. Morning team drop-ins with baked goods to strata/real estate/etc.
17. Networking events
18. Newsletters — online and offline
19. Offer postcard (with specific offer/call to action)
20. Partner/Joint venture
21. Public relations
22. Referral cards
23. Reminder system
24. Safety Inspection Report targeted communication — scheduled calls or emails
25. Service contracts
26. Signage on building you work at (geographic positioning)
27. Social media — Facebook, Instagram, Pinterest, LinkedIn
28. Spear email
29. Spear text messages
30. Sponsorship
31. Stickers (on switchboards/hot water heaters etc.)
32. Tags (on water and gas units)
33. Thank you card
34. Thank you email and/or call after job
35. "Thought of you!" Random notes/gifts
36. Vehicle branding
37. Xmas card with communication to inform OPEN OVER XMAS break
38. Xmas gifts (based on business \$\$\$)
39. Xmas flyer in Oct/Nov to communicate 'get in before the rush' with offer

# WHAT'S NEXT?

You're the one wearing the heavy load of responsibility - and suffering major stress.  
Find out how we can help further...



LISTEN TO...



This podcast is about having conversations on topics that matter to tradies, tradie wives, and partners who want to be better at business. You'll hear expert tips, step-by-step trade business strategies, insights and the occasional rant!

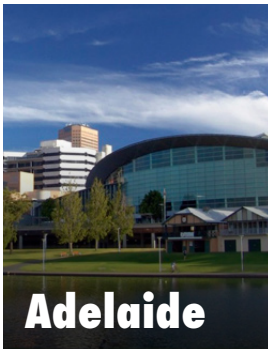
[www.lifestyletradie.com.au/podcast](http://www.lifestyletradie.com.au/podcast)

Stress Free!  
**TRADIE**

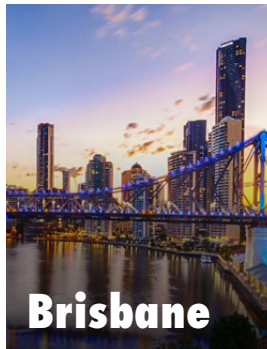
DISCOVER WHAT THE TOP 5% ARE DOING  
DIFFERENTLY ... AND WHY IT'S WORKING



Perth



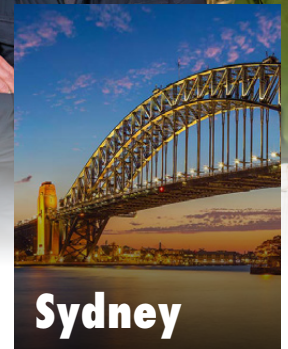
Adelaide



Brisbane



Melbourne



Sydney

[WWW.LIFESTYLETRADIE.COM.AU/EVENTS](http://WWW.LIFESTYLETRADIE.COM.AU/EVENTS)



## BOOK A GAMEPLAN CALL

Book in for a FREE Gameplan call, where we give you the clarity and direction needed to help you create the lifestyle and freedom you deserve.

BOOK NOW

[www.lifestyletradie.com.au/gameplan-call](http://www.lifestyletradie.com.au/gameplan-call)