

TRADIE MARKETING SNAPSHOT

**YOUR QUICK GUIDE TO ATTRACT, CONVERT,
DELIVER, AND RETAIN CUSTOMERS**



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



For most tradies, when you think about marketing your business, you automatically focus on how you're going to ATTRACT new customers, which is at the beginning of a FLOW OF A JOB.

However, there are 4 parts to sales and marketing your trade business:

- | | |
|------------|------------|
| 1. ATTRACT | 3. DELIVER |
| 2. CONVERT | 4. RETAIN |
-

1. ATTRACT

Attract refers to the initial stage of sales and marketing where the goal is to draw potential customers to your business. This involves using various strategies to create awareness and generate interest in your services.

2. CONVERT

Convert refers to the stage where you turn attracted leads into actual paying customers. This involves showcasing a level of trust that lowers the fear or risk of making a buying decision.

3. DELIVER

Deliver refers to the stage where you provide the promised services to your customers. This involves ensuring high-quality work and excellent customer service to meet or exceed expectations.

4. RETAIN

Retain refers to the strategy of marketing that helps you stay connected to your database to encourage them to use your services again, becoming a repeat customers. This signifies their loyalty and continued satisfaction with the brand.

Use 'The MARKETING SNAPSHOT™' to highlight what sales and marketing strategies you are already doing in your business, whether you're doing them really well ... or you could do better. Then read and highlight what you could add to your marketing strategy for the year ahead. There are 55 x ATTRACT strategies, 28 x CONVERT strategies, 11 DELIVER strategies and 39 x RETAIN strategies, so you'll never run out of customers for your trade business again. We've provided an example, already filled out to show you what we mean, then a fresh marketing snapshot for you to do for your own business. Have fun!

MARKETING SNAPSHOT™

HIGHLIGHTED EXAMPLE

MARKETING SNAPSHOT™



Traffic Light Marketing Exercise

Review the list below and using three different colours, highlight as follows (leave blank those that do not relate):

 = doing well = doing, but could be better = not doing & need to

Attract

1. 1800 & 1300 numbers national 2. 'Apology to the neighbour' for loud noise/inconvenience letter drop with p.s. call to action 3. A frames 4. AdWords 5. Awards 6. Banner 7. Beer coaster 8. Blog posts on website and farmed out 9. Brochure 10. Building signage 11. Business cards 12. Cold call 13. Competitions 14. Direct mail 15. Directories 16. Facebook ads 17. Facebook community groups 18. Fete 19. Lead Magnet - eBook, infographic 20. Letterbox flyer 21. Letterhead 22. LinkedIn groups 23. Local sponsorship (access to database/exposure/geographic) 24. Magazine advertising/insert 25. Magnet 26. Neighbourhood letterbox drop 27. Network event 28. Newspaper advertising/insert 29. On hold messages 30. Partner/Joint venture 31. Piggy-back invoice mailing 32. Point of sale material 33. Press release to local paper 34. Present quotes and tenders as action plans 35. Presentations 36. Promotional products 37. Public relations 38. Radio advertising 39. Referral system 40. Seminars and events 41. Signage on building you are working at (geographic, suburb specific ownership) 42. Social media — Facebook, Instagram, Pinterest, LinkedIn 43. Sponsorship 44. Street banners 45. Survey past customers 46. Telemarketing 47. Trade journal 48. Trade longer/different hours 49. Trailer signage 50. Uniform 51. Vehicle signage 52. Website 53. Website SEO 54. Yellow pages 55. YouTube ads by keyword

Convert

1. Appointment confirmation (text heads up/call set up) 2. Before/after photos 3. Case Studies 4. Case Studies 5. Case Studies 6. Case Studies 7. Case Studies 8. Case Studies 9. Information sheets/booklet 10. Information sheets/booklet 11. Information sheets/booklet 12. Offers (build, package etc.) 13. Offers (build, package etc.) 14. Offers (build, package etc.) 15. Offers (build, package etc.) 16. Sales script 17. Sales script 18. Sales script 19. Sales script 20. Sales script 21. The 9 Step Call to Action 22. The 9 Step Call to Action 23. The 9 Step Call to Action 24. The 9 Step Call to Action 25. Uniform 26. Understand personality types and use it to your advantage

Deliver

1. Appointment confirmation (text heads up/call set up) 2. Before/after photos 3. Case Studies 4. Case Studies 5. Case Studies 6. Case Studies 7. Case Studies 8. Case Studies 9. Information sheets/booklet 10. Information sheets/booklet 11. Information sheets/booklet 12. Offers (build, package etc.) 13. Offers (build, package etc.) 14. Offers (build, package etc.) 15. Offers (build, package etc.) 16. Sales script 17. Sales script 18. Sales script 19. Sales script 20. Sales script 21. The 9 Step Call to Action 22. The 9 Step Call to Action 23. The 9 Step Call to Action 24. The 9 Step Call to Action 25. Uniform 26. Understand personality types and use it to your advantage

Retain (repeat)

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

Most of my current work comes from:

Highlight in each section, what you're doing well, what you could be doing better & what your're not doing.

MARKETING SNAPSHOT™

Traffic Light Marketing Exercise

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= doing well = doing, but could be better = not doing & need to

Attract

1. 1800 & 1300 numbers national 2. 'Apology to the neighbour' for loud noise/inconvenience letter drop with p.s. call to action 3. A frames 4. AdWords 5. Awards 6. Banner 7. Beer coaster 8. Blog posts on website and farmed out 9. Brochure 10. Building signage 11. Business cards 12. Cold call 13. Competitions 14. Direct mail 15. Directories 16. Facebook ads 17. Facebook community groups 18. Fete 19. Lead Magnet - eBook, infographic 20. Letterbox flyer 21. Letterhead 22. LinkedIn groups 23. Local sponsorship (access to database/exposure/geographic) 24. Magazine advertising/insert 25. Magnet 26. Neighbourhood letterbox drop 27. Network event 28. Newspaper advertising/insert 29. On hold messages 30. Partner/Joint venture 31. Piggy-back invoice mailing 32. Point of sale material 33. Press release to local paper 34. Present quotes and tenders as action plans 35. Presentations 36. Promotional products 37. Public relations 38. Radio advertising 39. Referral system 40. Seminars and events 41. Signage on building you are working at (geographic, suburb specific ownership) 42. Social media — Facebook, Instagram, Pinterest, LinkedIn 43. Sponsorship 44. Street banners 45. Survey past customers 46. Telemarketing 47. Trade journal 48. Trade longer/different hours 49. Trailer signage 50. Uniform 51. Vehicle signage 52. Website 53. Website SEO 54. Yellow pages 55. YouTube ads by keyword

Convert

1. Appointment confirmation (text heads up/call set up) 2. Ask for the sale 3. Awards 4. Before/after photos 5. Case Studies 6. 5 Star review/testimonials 7. Credibility pack 8. Facebook retargeting (from FB ad) 9. Information sheets/booklet 10. Membership Program 11. Offer payment options — credit card, eftpos, afterpay 12. Offers (build, package etc.) 13. Positioning video on website 14. Regular customer service training 15. Safety Inspection Report 16. Sales scripts 17. Scheduled touch points 18. SPEAR emails 19. SPEAR text messages 20. Team selling incentive 21. The 9 Step Call Converter 22. The Quote Converter 23. The Quote Flow System 24. Trust based selling 25. Uniform 26. Understand personality types and use it to your advantage 27. Written guarantees 28. Apply V.A.K. principles

Deliver

1. Appointment confirmation (text heads up/call set up) 2. Clean boots/clean mat 3. Clean up after yourself 4. Introduction of Project Manager 5. Leave behind gift 6. Prioritise A/B customers (sack and C and D customers) 7. Progress photos to customer 8. Streamline workflow 9. Team training 10. Understand personality types and use it to your advantage 11. Updates on work progress with customer

Retain (repeat)

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

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LIST YOUR RESULTS FROM 'THE MARKETING SNAPSHOT™' HERE:

WHAT I CURRENTLY DO WELL:

WHAT I CURRENTLY DO ... BUT COULD BE DOING BETTER:

WHAT I'M NOT DOING & NEED TO:

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!

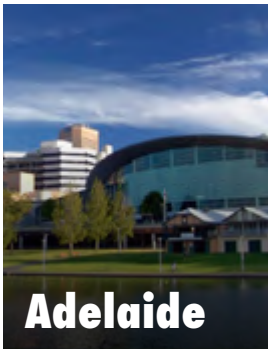
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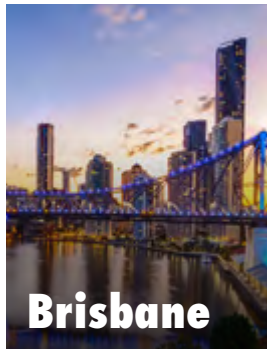
DISCOVER WHAT THE TOP 5% ARE DOING
DIFFERENTLY ... AND WHY IT'S WORKING



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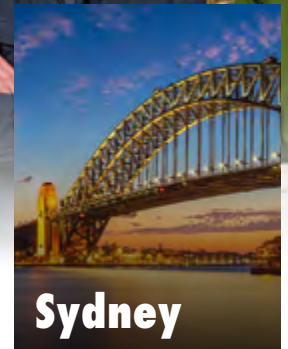
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Book in for a FREE Gameplan call, where we give you the clarity and direction needed to help you create the lifestyle and freedom you deserve.

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