

UNDERSTANDING YOUR TRADE BUSINESS'S TRUE PROFIT!



lifestyletradie.com.au



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



Example Profit And Loss Report

REVENUE/SALES	
Labour	\$ 29,457
Materials	\$ 18,677
Blocked Drains	\$ 15,988
After hours	\$ 5,612
Total Revenue/Sales	\$ 64,734

COST OF SALES (COGS)	
Materials	\$ 14,889
Equipment Hire	\$ 2,888
Sub-Contractors	\$ 1,200
Trades People Wages	\$ 8,210
Trades Superannuation	\$ 862
Total Cost of Sales (COGS)	\$ 28,049
Gross Profit	\$ 36,685

OPERATING EXPENSES	
Bank fees	\$ 560
Bookeeping fees	\$ 960
Office Supplies	\$ 1,200
Advertising & Marketing	\$ 8,670
Phone	\$ 1,660
Vehicle fuel	\$ 1,300
Vehicle repairs	\$ 600
Vehicle parking/tolls	\$ 63
Office wages	\$ 4,850
Office Superannuation	\$ 504
Total Operating Expenses	\$ 20,367
Total Net Profit/Loss	\$ 16,318

Fill in your own Revenue, COGS and Expenses to see where your
GROSS PROFIT and NET PROFIT are at in your business this month

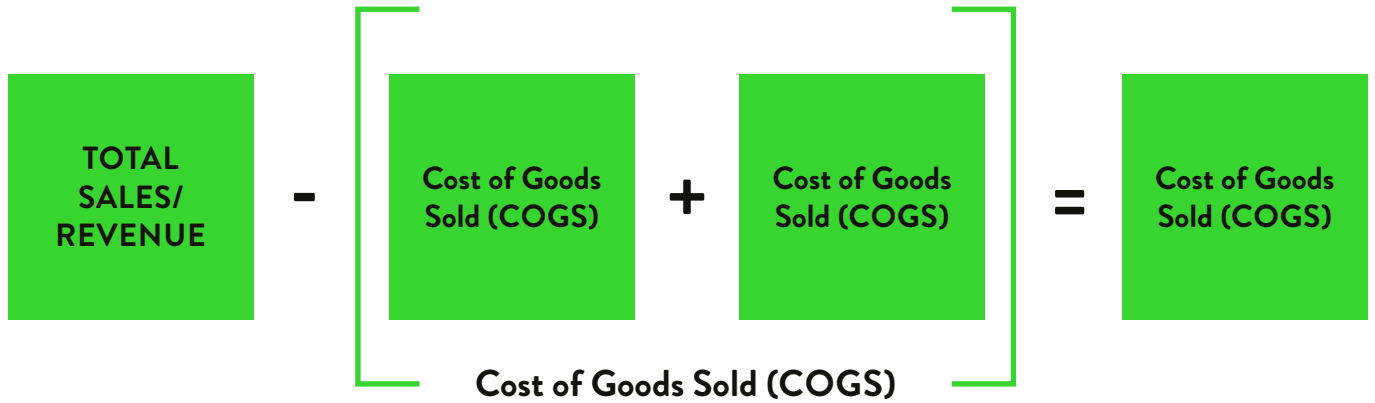
Sample Profit And Loss Report

REVENUE/SALES	
Labour	
Materials	
Blocked Drains	
After hours	
Total Revenue/Sales	

COST OF SALES (COGS)	
Materials	
Equipment Hire	
Sub-Contractors	
Trades People Wages	
Trades Superannuation	
Total Cost of Sales (COGS)	
Gross Profit	

OPERATING EXPENSES	
Bank fees	
Bookeeping fees	
Office Supplies	
Advertising & Marketing	
Phone	
Vehicle fuel	
Vehicle repairs	
Vehicle parking/tolls	
Office wages	
Office Superannuation	
Total Operating Expenses	
Total Net Profit/Loss	

Gross Profit Formula



Notes

One Job - Example



Notes

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



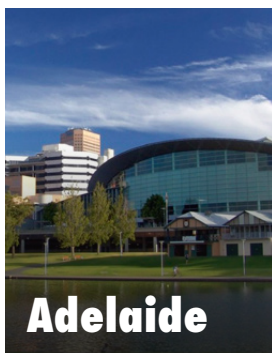
LISTEN HERE

Stress Free!
TRADIE

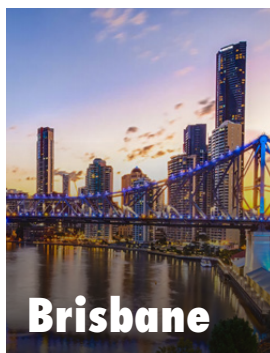
DISCOVER WHAT THE TOP 5% ARE DOING
DIFFERENTLY ... AND WHY IT'S WORKING



Perth



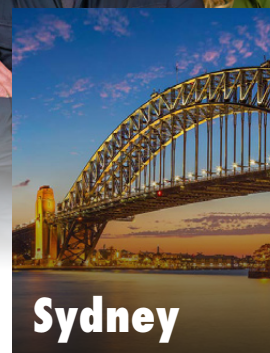
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BOOK A GAMEPLAN CALL

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.

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