

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**
 2. **CONVERT**
 3. **DELIVER**
 4. **RETAIN**
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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 (with before/after photos)
5. Case Studies (with before/after photos)
6. Case Studies (with before/after photos)
7. Case Studies (with before/after photos)
8. Case Studies (with before/after photos)
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. Understanding personal and user to your advantage
27. Understanding personal and user to your advantage
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Deliver

1. Appointment confirmation
2. Appointment confirmation
3. Appointment confirmation
4. Introduction of Project Manager
5. Introduction of Project Manager
6. Introduction of Project Manager
7. Progress photos to customer
8. Streamlined team
9. Streamlined team
10. Streamlined team
11. Updates on work progress with customer
12. Updates on work progress with customer
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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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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

Most of my current work comes from:

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...

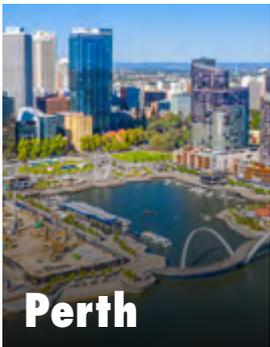


This podcast is about having conversations on topics that matter to tradies, tradie wives, and partners who want to be better at business. You'll hear expert tips, step-by-step trade business strategies, insights and the occasional rant!

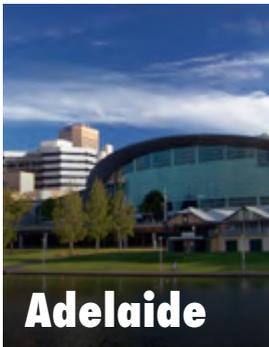
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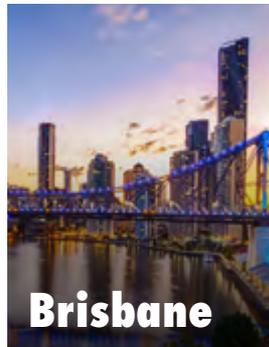
**1-DAY LIVE EVENT FOR
TRADE BUSINESS OWNERS**



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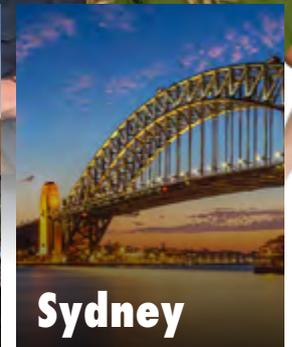
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