

TACTICAL MARKETING FOR TRADIES

GET MORE LEADS AND
KEEP MORE 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.

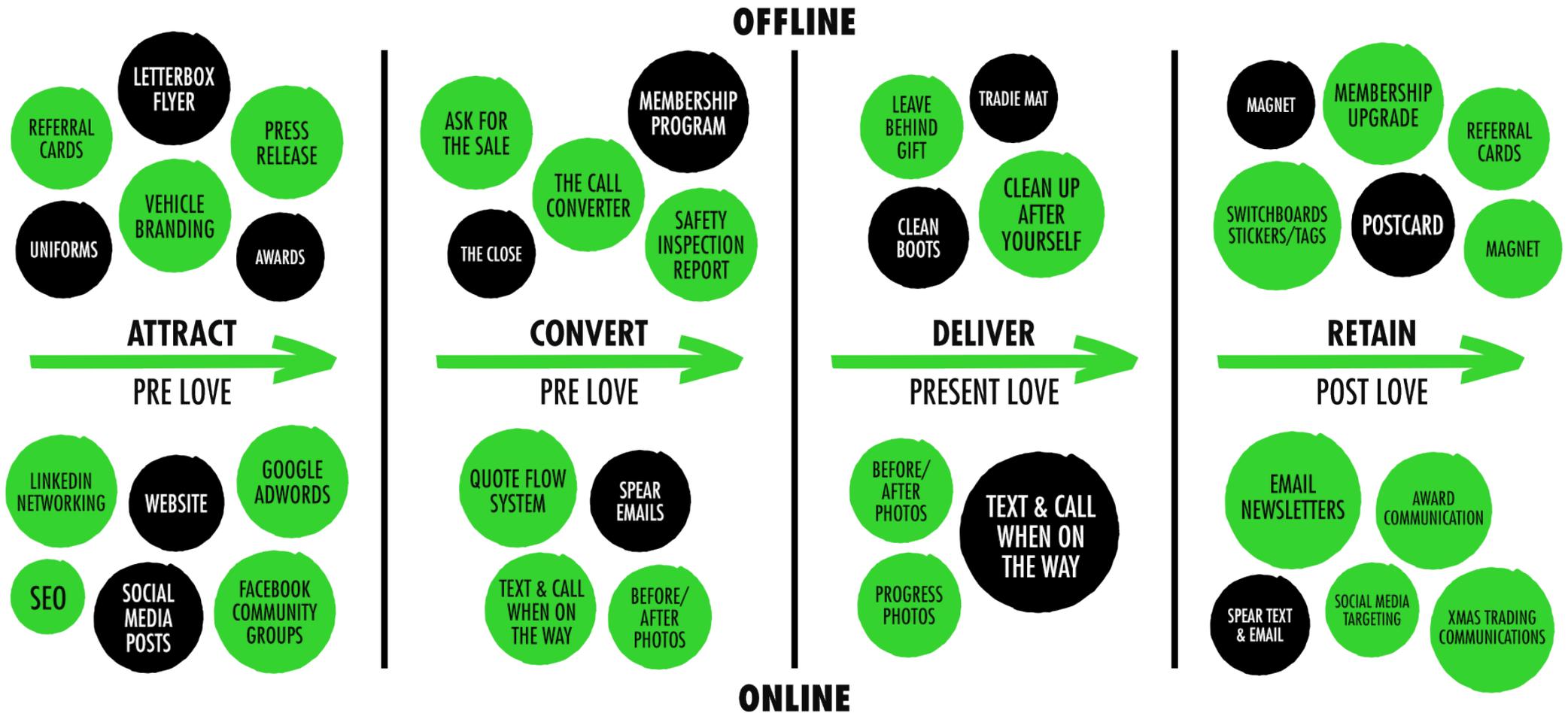
To your success,

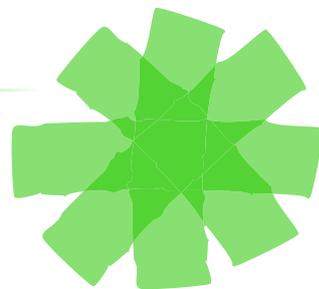
Andy & Angela Smith

Andy & Ange Smith



THE A.C.D.R. FORMULA™





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

- 1800 & 1300 numbers national
- 'Apology to the neighbour' for loud noise/inconvenience letter drop with p.s. call to action
- A frames
- AdWords
- Awards
- Banner
- Beer coaster
- Blog posts on website and farmed out
- Brochure
- Building signage
- Business cards
- Cold call
- Competitions
- Direct mail
- Directories
- Facebook ads
- Facebook community groups
- Fete
- Lead Magnet - eBook, infographic
- Letterbox flyer
- Letterhead
- LinkedIn groups
- Local sponsorship (access to database/exposure/geographic)
- Magazine advertising/insert
- Magnet
- Neighbourhood letterbox drop
- Network event
- Newspaper advertising/insert
- On hold messages
- Partner/Joint venture
- Piggy-back invoice mailing
- Point of sale material
- Press release to local paper
- Present quotes and tenders as action plans
- Presentations
- Promotional products
- Public relations
- Radio advertising
- Referral system
- Seminars and events
- Signage on building you are working at (geographic, suburb specific ownership)
- Social media — Facebook, Instagram, Pinterest, LinkedIn
- Sponsorship
- Street banners
- Survey past customers
- Telemarketing
- Trade journal
- Trade longer/different hours
- Trailer signage
- Uniform
- Vehicle signage
- Website
- Website SEO
- Yellow pages
- YouTube ads by keyword

Convert

- Appointment confirmation (text heads up/call set up)
- Ask for the sale
- Awards
- Before/after photos
- Case Studies
- 5 Star review/testimonials
- Credibility pack
- Facebook retargeting (from FB ad)
- Information sheets/booklet
- Membership Program
- Offer payment options — credit card, eftpos, afterpay
- Offers (build, package etc.)
- Positioning video on website
- Regular customer service training
- Safety Inspection Report
- Sales scripts
- Scheduled touch points
- SPEAR emails
- SPEAR text messages
- Team selling incentive
- The 9 Step Call Converter
- The Quote Converter
- The Quote Flow System
- Trust based selling
- Uniform
- Understand personality types and use it to your advantage
- Written guarantees
- Apply V.A.K. principles

Deliver

- Appointment confirmation (text heads up/call set up)
- Clean boots/clean mat
- Clean up after yourself
- Introduction of Project Manager
- Leave behind gift
- Prioritise A/B customers (sack and C and D customers)
- Progress photos to customer
- Streamline workflow
- Team training
- Understand personality types and use it to your advantage
- Updates on work progress with customer

Retain (repeat)

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

Most of my current work comes from:

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...

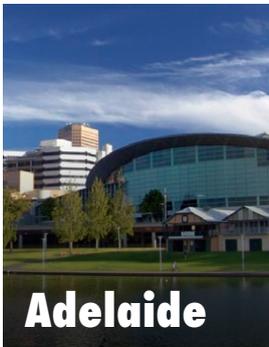


This podcast is about having conversations on topics that matter to tradies, tradie wives, and partners who want to be better at business. You'll hear expert tips, step-by-step trade business strategies, insights and the occasional rant!

www.lifestyletradie.com.au/podcast

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