

# MAKE MORE PROFIT IN YOUR TRADE BUSINESS

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*



# WHAT YOU NEED TO UNDERSTAND TO MAKE MORE PROFIT

If you want to make serious profit within your business, you NEED to understand the 7 Dials To Drive Profit.

The 7 Dials To Drive Profit is a formula that represents core processes within your business that are critical to driving profit.

By implementing and tracking data using this formula, you can clearly understand which process in your business you are getting better at or getting worse at.

Ultimately, this allows you to make the right changes, at the right time, to increase your profitability.

Along with increased profitability, you'll reap the benefits of improved leadership, improved efficiency, improved decision making, and greater scalability.

## WHAT ARE THE 7 DIALS?

Customers makes up the first four dials. Meaning, to increase customers you need four components working together. That is, leads and the conversion of those leads, quotes and the conversion of those quotes.

Turnover makes up the next two dials. It is comprised of increasing your average dollar sale and increasing your number of transactions.

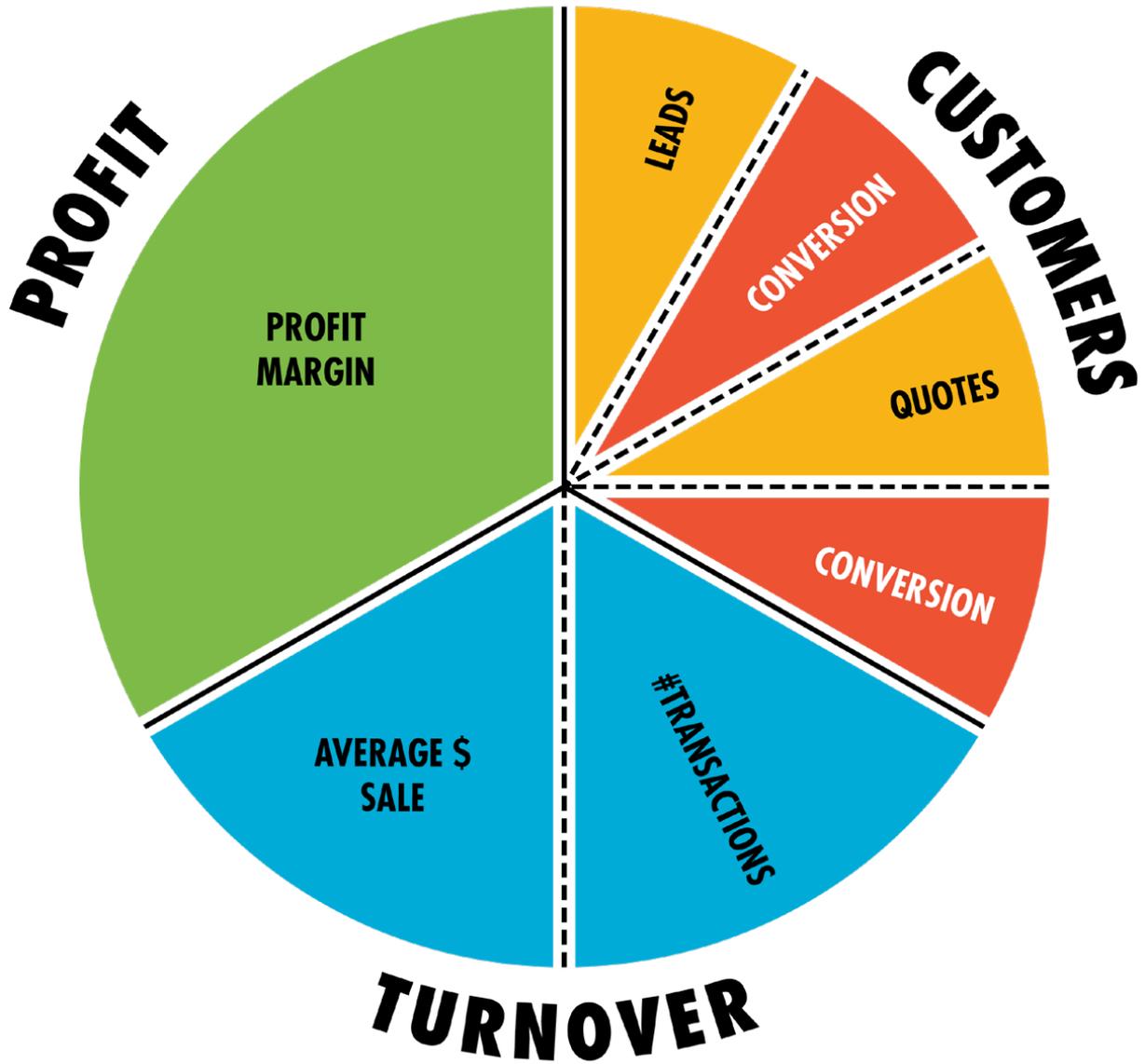
Profit makes up the last of the seven dials, comprising of profit margin, and refers to driving up the profit margins in your trade business.

If you want to understand more about how to increase profit in your business using the 7 Dials To Drive Profit, check out our episode '**Turn up the 7 dials that drive your profit!**' of The Tradie Show.

[Click here or scan the QR Code](#)



# THE 7 DIALS TO DRIVE PROFIT™



# 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...

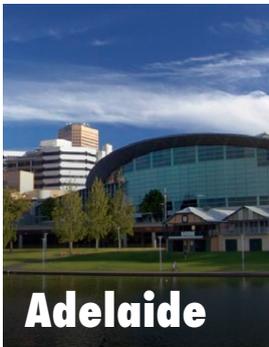


This podcast is about having conversations on topics that matter to tradies, tradie wives, and partners who want to be better at business. You'll hear expert tips, step-by-step trade business strategies, insights and the occasional rant!

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

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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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