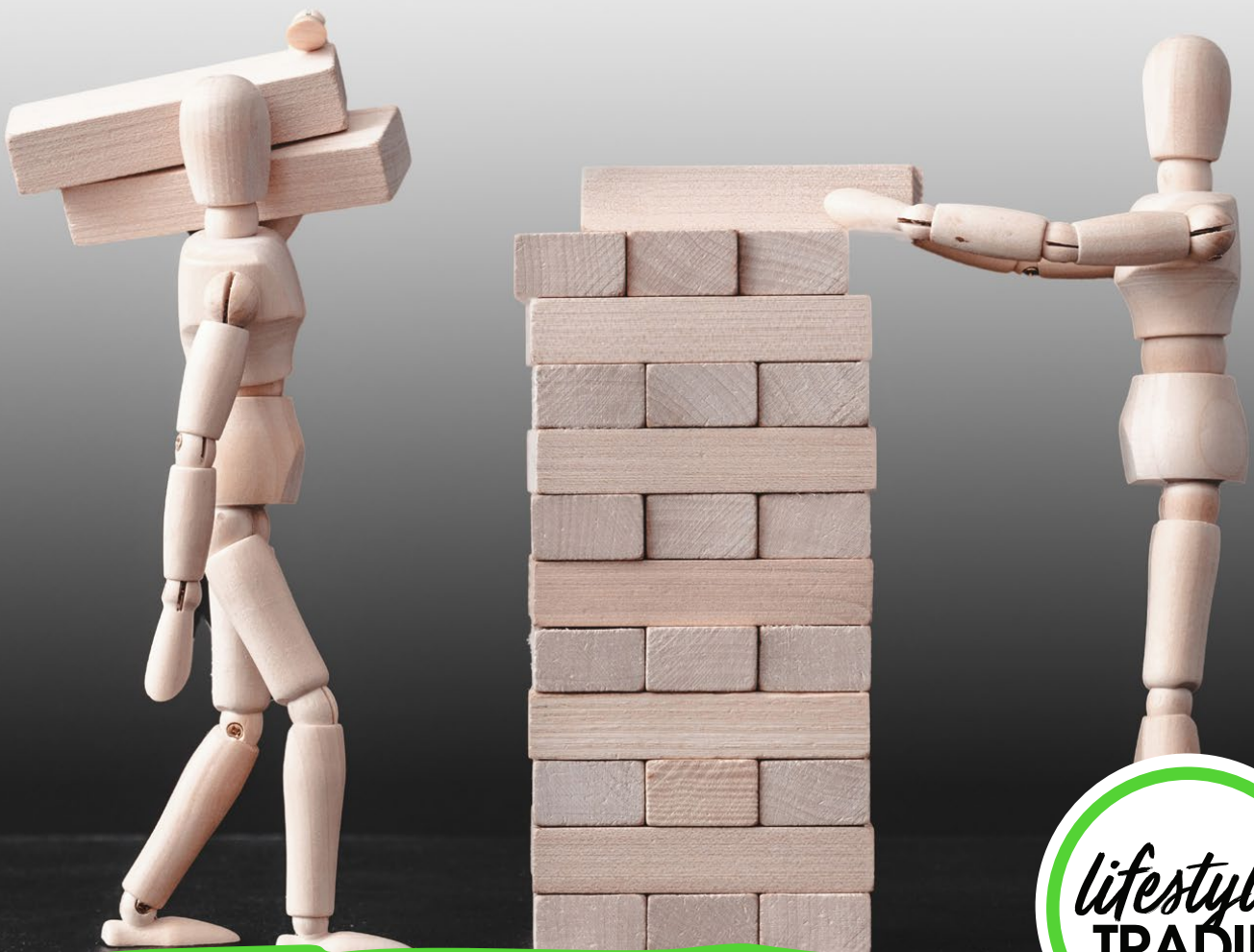


SPREAD RISK IN YOUR TRADE BUSINESS

HOW TO PREPARE FOR,
AND SURVIVE, ANYTHING



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



Is your trade business ready for change?

If the last few years have taught us anything, it's that the only thing that's certain, is change.

Changes in the business environment, laws, economy, both globally and locally, can cause shockwaves within your trade business.

We need to be ready at all times.

As a business owner, we need to be adaptable, stay on top of latest trends, see things before they unfold, learn to say NO when necessary, and spread risk across your business.

The problem starts with the fact that many of us followed the crowd when starting out in business, and built a business model based on our previous boss. As the need to make money increased, you said YES to every type of work offered. As time went by, this organic growth has seen you working in particular market segments that have dictated your decisions – good and bad.

The question needs to be asked – have you built your business by default or by design?

Have you spread your risk across the business to withstand tough times?

That's why we want to introduce some RULES to business through The Power Of 3 vs 1™ so that you are armed to be proactive versus reactive when it comes to a profitable business model.



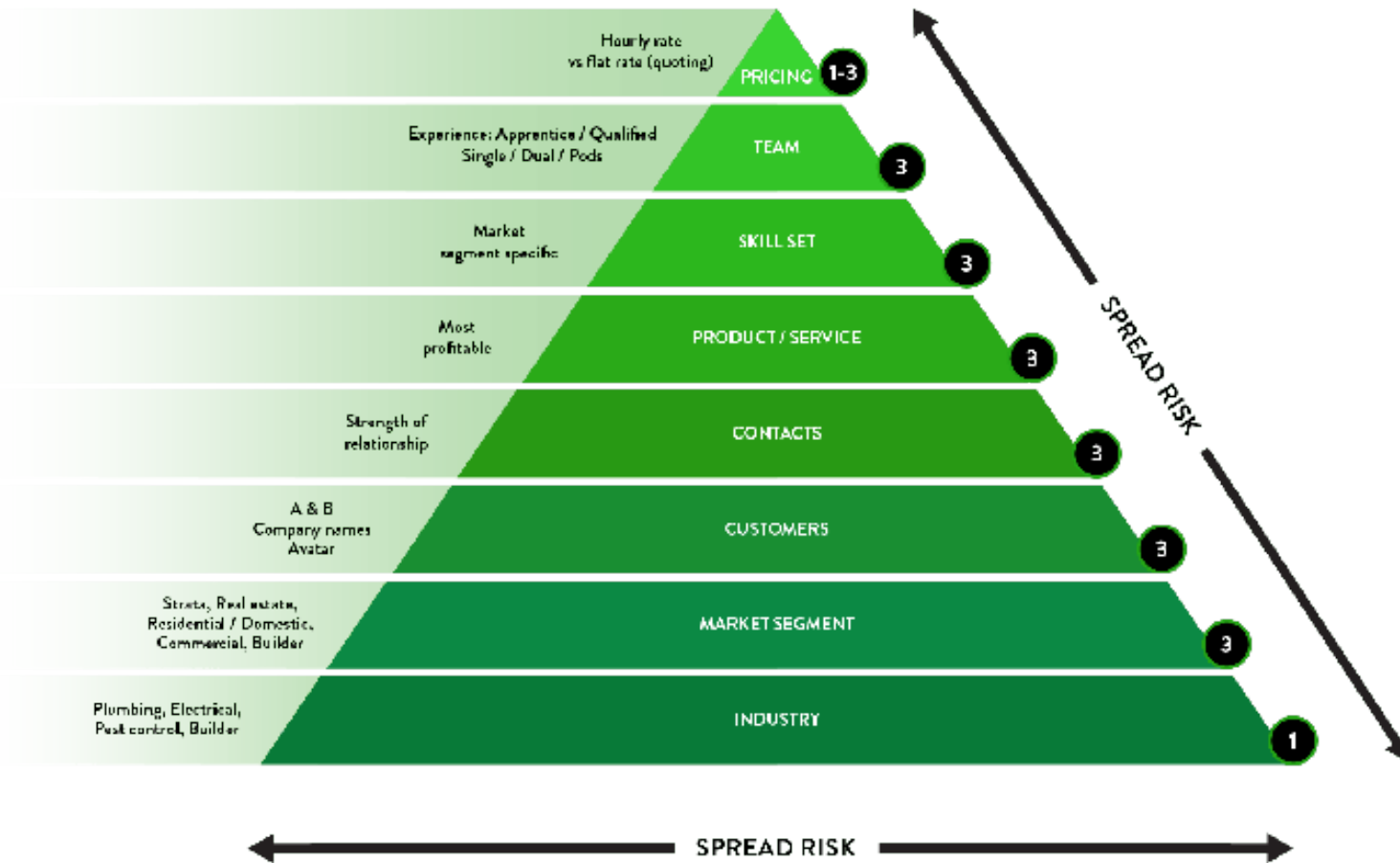
The **TRADIE SHOW**™

Discover How To Implement The Power Of 3 Vs 1

If you want to discover how to implement The Power Of 3 vs 1™ within your trade business check out our episode 'Spread risk in your trade business and survive ANYTHING!' of The Tradie Show – Together In Trade Business podcast.

The Power Of 3 vs 1™

Default vs Design



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...

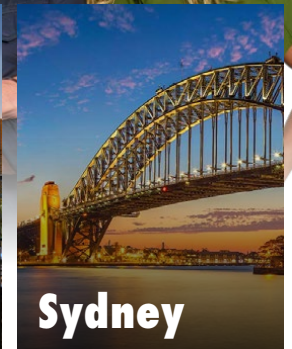
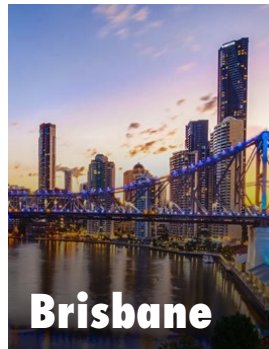
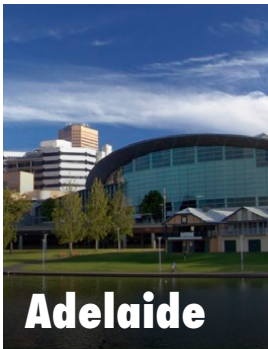


This podcast is about having conversations on topics that matter to tradies, tradie wives, and partners who want to be better at business. You'll hear expert tips, step-by-step trade business strategies, insights and the occasional rant!

www.lifestyletradie.com.au/podcast

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