HOW TO FIND STAFF NOW



lifestyle TRADIE
the freedom to choose!

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

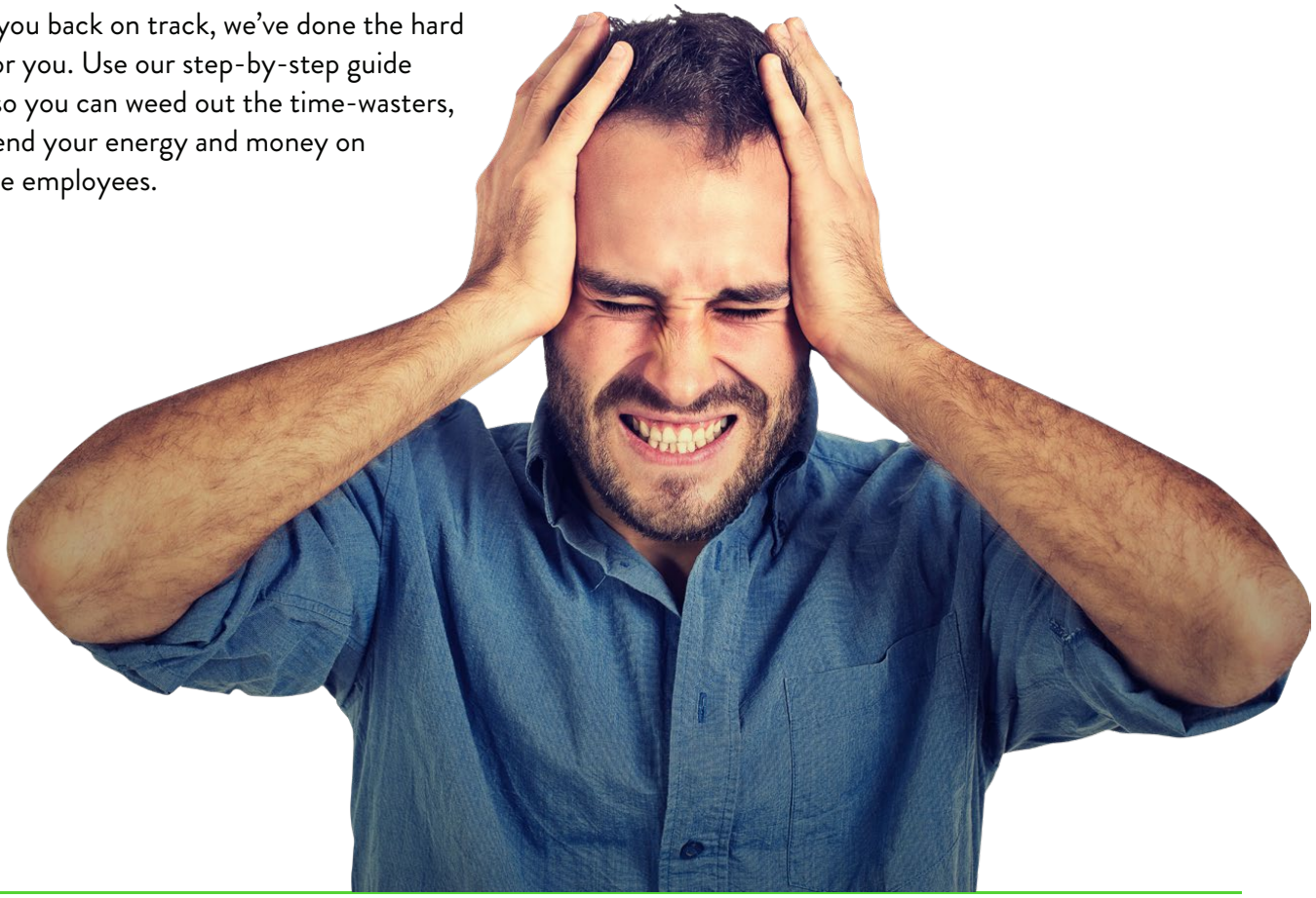
Why is hiring a decent tradie so hard?

> **They stay for a few weeks and then rack off... The last two guys we hired quit within a few months...It's so draining expensive to always be looking...I never hire at the right time, it's always too late**

If this sounds like you, it might be time to reassess how and where you are searching for staff. It's possible that your advert just isn't cutting it, maybe the description is falling flat or you've advertised in the wrong place.

It's a frustrating situation.

To get you back on track, we've done the hard work for you. Use our step-by-step guide below so you can weed out the time-wasters, and spend your energy and money on A-grade employees.



How to hire and retain A-Grade employees

If you genuinely want to attract and retain tradies in your business, it's important you consider the below points as part of your workplace culture, not a perk.

Workplace flexibility

It's known to create higher employee engagement and increase job satisfaction. Resulting in employees willingness to stay with the same employer for a longer period.

For example, allowing your staff to create their own hours where possible. Does your tradesman need an afternoon off for an appointment? Let them make it up elsewhere.

Providing frequent feedback

Shows tradies that you're genuinely interested in their success. However, be mindful of how you're delivering it, and ensure it's in a thoughtful way.

For example, make time to take your tradies aside for one-to-one meetings rather than talking to them about personal feedback in front of everyone.

Don't be old school

If you're still reliant on a paper trail, or your website looks outdated, you're old school in their eyes — and the assumption is, you will be stuck in your old ways.

Check out our plumbing business (Dr.DRiP Plumbing) website at www.drdrip.com.au.

A-Grade employees value upskilling and developing themselves

What are you doing to satisfy your tradie's desire to be better? Have you considered how you incorporate this message into your recruitment material?

Offering the opportunity for your staff to complete courses relevant to the industry will not only make them feel valued, but will also provide value to your business.

Our kick-ass job advertisement:

Slabs of text simply outlining the job using lacklustre wording is a thing of the past. You need to stand out from the crowd.

How?

Think creatively. Use well-written copy, combined with a video outlining how amazing it is to work for your business in your advertisement.

Use our job description template below, and watch our **DR. DRiP** hiring video for your own inspiration



Click HERE to watch our **DR. DRIP** hiring video or visit **hhttps://drdripplumbing.com.au/careers/**

About BUSINESS NAME



INSERT YOUR OWN HIRING VIDEO

For more than _____ years, _____ has been providing perdominantly
XX BUSINESS NAME
_____ in _____. At _____ you can expect a great
SERVICE TYPE LOCATION BUSINESS NAME
team culture, work-life balance, and our commitment to being an employer of choice.

What's in it for you?

Want to start and finish work from your own home? Prefer systemised processes? If you're qualified, reliable and have a helpful attitude, this is the kick-ass opportunity you've been searching for! Yes, _____ wants to hear from you.
BUSINESS NAME

If you want to feel less like a number and more like a valued member of a team, what are you waiting for? This is the job for you:

ADD JOB PERKS HERE	
1.	5.
2.	6.
3.	7.
4.	8.

_____ isn't so big that you're forced to hit unrealistic targets. It isn't too small
BUSINESS NAME
either, where you end up working countless hours of overtime. This means, _____
BUSINESS NAME
is just right for you.

Does this sound like the role for you?

Give us a call, apply through Seek, or email us!

PROVIDE YOUR CONTACT INFORMATION

Where to post your advert

Just having a basic advert in the local paper doesn't cut it anymore. Not only do you need to have a great advertisement, but knowing where to post it can be just as important. Use the below as a checklist, and track where you get the best responses from.

- © **Directories like Seek and Jora and other online sites.**
- © **Your company website under a "Careers" page.**
- © **Social media - Facebook, Instagram, and any other touchpoints.**
- © **Word of mouth - let your friends and colleagues know you're hiring.**
- © **Supplier, Tafe, and community notice boards.**
- © **Recruitment agency.**
- © **Team recommendations.**



Then what?

Once you've found your potential employee don't twiddle your thumbs, **MOVE QUICK!**

1. **Call them asap (within business hours)**
2. **Be exicited on the call, bring some energy to the table**
3. **Meet as soon as possible for an interview**
4. **Paint a pretty picture of your business and offering**
5. **Roll out the red carpet and make them feel important**
6. **If you think they're the right person, offer them the job!**



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 HERE

LISTEN TO...

The TRADIE SHOW™

BROUGHT TO YOU BY lifestyle TRADIE

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!

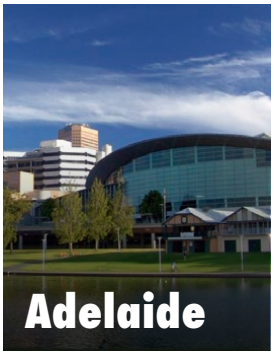
www.lifestyletradie.com.au/podcast

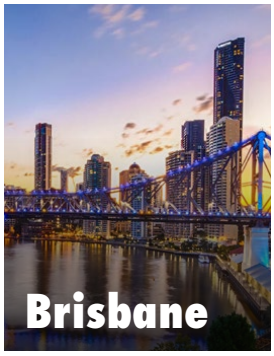
Stress Free! TRADIE

1-DAY LIVE EVENT FOR TRADE BUSINESS OWNERS

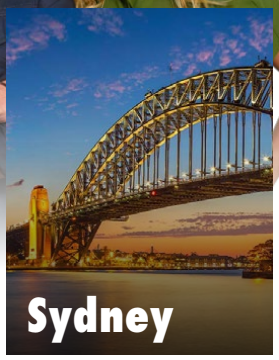












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BOOK A GAMEPLAN CALL

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.

BOOK NOW

www.lifestyletradie.com.au/gameplan-call