

ATTRACT HIGH-PROFIT CUSTOMERS NOW!

**21 PRACTICAL, MARKETING TACTICS
FOR TRADIES TO LAND BETTER
CUSTOMERS AND BIGGER PROFITS.**



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TRADIES**
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Tradie, want to know how to attract high-profit customers?

Like many tradies, I had a gutful of paying through the roof for everything while watching profits fall through the floor. Our Lifestyle Tradie members kept asking me to start a buying group to solve this problem – and that’s exactly what we did. That’s where the Buy4Tradies story began. By harnessing the power of a collective, we’re securing unbeatable deals from trusted suppliers on materials, fuel, vehicles, tools and other services – for every trade!

But running a trade business, isn’t just about being great on the tools– it’s about attracting the right customers, charging what you are worth and keeping the work flowing. The problem? Most tradies never get taught marketing and figuring it out on your own can feel like a guessing game. That’s why we’ve teamed up with Lifestyle Tradie to bring you this practical guide–21 marketing tactics to help you land better customers and bigger profits.

At Buy4Tradies, we’re all about helping you save money, but saving money alone won’t grow your business. You also need the right strategies to win more of the right kind of work–jobs that pay well, with customers who value what you do. This guide gives you practical, no fluff marketing tactics you can start using today to stand out from the crowd and make your business more profitable.



Andy Smith



How to Attract High-Profit Customers

As a tradie, you didn't get into this game to spend your nights quoting, worrying about cash flow, or dealing with customers who don't pay on time. You started your business to create a better lifestyle, one where you have control over your time, income, and future.

But here's the truth: the right customers don't just show up—they need to know you exist, trust your expertise, and see the value in what you offer.

Marketing isn't just about "getting more jobs." It's about creating a pipeline of high-quality, high-profit customers.

Not all customers are created equal. The difference between working long hours for little reward and running a thriving, profitable trade business comes down to attracting the right kind of customers. High-profit customers value quality, invest in long-term solutions, and are willing to pay for expertise. In this section, we'll show you how to tailor your marketing efforts to attract these ideal customers and maximize your results.

Attracting high-profit customers requires a strategic approach to ensure you're focusing on quality over quantity. So before we get into the tactics, Here's how you can tailor the strategies in the eBook to target high-profit customers specifically:

Know Your Ideal High-Profit Customer

Before implementing any strategy, define who your high-profit customers are. For tradies, they often:

- Value quality over price (e.g. homeowners investing in renovations, not quick fixes).
- Have disposable income and live in high-value suburbs.
- Require repeat or ongoing services (e.g. property managers, real estate agents).
- Are not price-driven but results-focused.

Action: Create a customer profile and ensure your marketing speaks directly to their needs and priorities.

Tailor Your Offers to High-Value Services

Highlight the services that bring in the most profit and position them as your core offerings.

- **Example:** Instead of promoting general plumbing or electrical, focus on premium services like bathroom renovations, solar installations, or aircon replacements.

Action: Use phrases like, "Transform your home with our expert bathroom renovations" or "Save on energy bills with our premium solar systems."

Target High-Value Suburbs

Use Facebook Ads, Google Ads, or even SMS blasts to target specific postcodes or suburbs known for higher property values and disposable income.

Action: In your ad copy, mention the suburb or area to create a personal connection. For example "Serving Sydney's Northern Beaches—Get your aircon serviced by the experts."

Use Premium Messaging

Speak the language of high-profit customers by emphasising professionalism, expertise, and quality. Avoid competing on price.

- **Example:** Instead of "affordable plumbing services," say, "Reliable, high-quality plumbing done right the first time."

Action: Showcase your certifications, warranties, and testimonials from similar high-profit customers.

Build Relationships with Property Managers and Real Estate Agents

These customers often control large portfolios and can provide consistent, high-profit work.

- **Example:** Offer them specialised deals or exclusive services, like priority call-outs.

Action: Dedicate part of your outreach (emails, calls, or in-person visits) to building relationships with these businesses.

Upsell and Cross-Sell to Increase Job Value

Train your team to identify opportunities for additional services during a job.

- **Example:** If you're fixing a leaky tap, recommend upgrading other fixtures to match.

Action: Create a checklist for your team to spot upselling opportunities during each service call.

Build Trust with Online Reviews

High-profit customers research before hiring. Strong, detailed reviews showcasing premium service and results can help attract them.

- **Example:** Ask customers of high-value jobs to leave Google Reviews that highlight the quality of your work.

Action: Incentivise reviews with discounts on their next service.

Leverage Referrals from High-Profit Customers

Happy, high-profit customers often know others like them. Make referrals an integral part of your strategy.

- **Example:** "Know someone planning a renovation? Refer them to us, and both of you will get \$100 off your next service."

Action: Follow up personally with these customers after the job and remind them about your referral program.

Position Yourself as a Specialist

Specialists command higher rates than generalists. Highlight your expertise in high-value niches.

- **Example:** "The trusted name in luxury bathroom renovations for over 20 years."

Action: Add this specialisation to your marketing materials and online profiles.

Focus on Long-Term Relationships

High-profit customers are often repeat customers. Focus on creating loyalty through exceptional service and personalised follow-ups.

- **Example:** Send reminders for annual services, or a handwritten thank-you note after completing a major job.

Action: Build a database to track these customers and schedule regular touchpoints.



21 Proven Tactics to Land More High-Profit Jobs

Now that you know how to position yourself for high-profit customers, it's time to dive into the exact tactics that will help you land those jobs. These 21 proven marketing tactics are designed specifically for tradies like you—practical, easy to implement, and focused on attracting the right kind of customers.

Whether you're reconnecting with past customers, running targeted ads, or building relationships with local businesses, these will help you stand out, grow your reputation, and bring in consistent, high-value profitable work.

Let's get started!

1. Maximise Existing Customers

Your past customers are pure gold. They already know you, trust you, and value your work. So why chase cold leads when you can reconnect with the people who already love what you do?

Call your top 50 customers to check in and offer a special deal for repeat jobs.

Upsell or cross-sell services they might need. Example: Offer an aircon service before summer or a garden upgrade after landscaping.

Keep it casual and helpful, not pushy. "Hi [Name], it's [Your Name] from [Business]. Just wanted to check in and see if you need anything sorted. We're offering a priority spot for returning customers this week."

2. Ask for Referrals Like You Mean It

Referrals are your most powerful tool, but they don't happen by magic—you've got to ask!

At the end of every job, ask if they know anyone who might need your services.

Offer a simple incentive: "Get \$50 off your next job for every successful referral."

Make it easy with a follow-up text: "Thanks again for choosing us! If you know anyone who needs a great [tradie], feel free to pass on my details. We'd love to help them out!"

3. Target Local Facebook Community Groups

Local groups are the modern-day version of word-of-mouth, and they're free! Plus everyone wants to help out their 'local' tradie.

Share helpful tips or offers, like “How to prep your aircon for summer” or “\$50 off for locals this week!”

Post before-and-after photos of your best jobs with a call to action: “Need this done at your place? Message me!”

Engage with posts asking for recommendations. “We’d love to help! Shoot us a message for a free quote.”

4. Run a Local Facebook Ads Campaign

Spend a little to target your ideal customers right where they scroll. Set a \$500 budget for a campaign targeting homeowners in your area.

Create an offer that’s clear and urgent: “Book your aircon tune-up now and save \$50– limited spots available!”

Use high-quality images of your work to catch attention.

5. Partner With Complementary Trades

Team up with other tradies to share leads and build trust.

- **Example:** If you’re a plumber, refer an electrician or pest control business, and vice versa.

Offer exclusive deals for referred customers. “Mention [Plumber’s Name] and get 10% off your electrical upgrade!”

6. SMS Blast to Your Customer Database

Got a customer list? Use it! SMS has a 98% open rate, so it’s perfect for getting quick results.

Send a short, direct message: “Spots are filling fast for [service]! Book now and get \$50 off. Call [number].”

Make the offer time-sensitive to create urgency.

7. Re-Engage Old Quotes

Follow up on jobs you quoted but didn’t win. Many of those leads still need help.

Call or email with a friendly message: “Hi [Name], just checking in on the quote we sent over. We’d love to lock this in for you—let us know if you’re ready to go!”

Highlight any special offers or fast availability to nudge them over the line.

8. Offer a “Mates Rates” Deal for Locals

A great way to build trust and loyalty in your community is to run a limited-time deal just for locals.

- **Example:** “Mates Rates this week only—locals get 15% off on all jobs. Call now to grab your spot!”

Promote this in local Facebook groups, through SMS, or with a quick flyer drop in your target area.

9. Share Before-and-After Photos on Social Media

Show off your best work with stunning before-and-after photos.

Post these on Facebook, Instagram, and Google My Business with a simple caption like: “Another home upgraded! Need this done? Call us today for a free quote.”

Tag the suburb or use location-specific hashtags like #BrisbanePlumbing or #SydneyLandscaping.

10. Run a “Fix It for Free” Giveaway

Generate buzz with a fun social media competition.

- **Example:** “Know someone who deserves a free service? Nominate them below and tell us why! We’ll choose one winner this Friday.”

While the winner gets a free job, the competition itself can attract paying customers.

11. Partner With a Local Business for Promo Exposure

Work with a café, gym, or sports club to trade services for visibility.

- **Example:** Fix their plumbing or electrical issue in exchange for displaying your flyers or business cards in their venue.

12. Host a Free “Home Health Check” Day

Offer free inspections to get your foot in the door and identify paid work opportunities.

- **Example:** “Free electrical safety checks this Saturday—book your spot now!”

Highlight issues during the inspection and offer to fix them on the spot.

13. Follow Up With Past Customers Via Email

Send a quick, friendly email to re-engage old customers.

Subject line: "Ready for your next upgrade?"

Body: "Hi [Name], we loved working with you on your [job type] last year. If you've got anything else that needs fixing, upgrading, or maintaining, let us know—we'd love to help!"

14. Use Google Ads

Get your business at the top of Google search results with Paid Ads.

These ads are pay-per-lead, meaning you only pay for actual inquiries.

Great for high-profit services like solar installations, aircon upgrades, or major plumbing jobs.

15. Knock on Doors in High-Value Suburbs

Target streets where you've done work and knock on doors with a friendly, low-pressure pitch.

- **Example:** "Hi, we just wrapped up a job around the corner and thought we'd offer a free [inspection/quote] for neighbours. Let me know if you'd like us to check anything out!"

16. Send a "Thank You" Card to Past Customers

A handwritten thank-you card can leave a lasting impression.

Include a special offer like: "Thanks for trusting us with your [job type]. Here's 10% off your next service—just mention this card!"

17. Get Involved in Local Events

Sponsor or participate in a community event to raise your profile.

- **Example:** Set up a booth at a local market or sponsor the kids' soccer team.

18. Offer a Referral Deal for Local Businesses

Build a network with local businesses that can refer customers to you.

- **Example:** A real estate agent referring you for pre-sale property fixes in exchange for a small commission.

19. Install Eye-Catching Signage on Your Vehicle

Your work vehicle is a mobile billboard—use it!

Include your logo, contact details, and a catchy tagline like: “Your Local Plumber— Reliable, Affordable, On Time.”

20. Create a Limited-Time Urgency Offer

Run a short-term promo that motivates customers to book now.

- **Example:** “Get \$100 off any job booked before [date]. Spots are limited, so call now!”

21. Local Area Discount - 5 Houses

This type of flyer is developed for the sole purpose of securing work in a specific suburb. The flyer introduces you and mentions you've be working in the neighbourhood. Deliver to 5-house up the street, 5 houses down the street & 5 houses across the street.

- **Example:** “We are offering a LOCAL AREA DISCOUNT while we are nearby. 10% OFF—we save on time & petrol, so we pass the savings on to you.”

Pro Tips and Common Pitfalls

Pro Tips

- Use high-quality photos for Facebook and Instagram—blurry pics don't convert.
- Create urgency: "This week only" motivates faster action.
- Highlight benefits, not features: "Save on energy bills with our solar installs" works better than "We install solar panels."
- Always include a clear call-to-action (CTA): "Call now to book!"

Common Pitfalls

- Overspending on ads without testing first—start small and tweak as you go.
- Ignoring your online reputation—respond to all reviews professionally.
- Trying to do everything at once—focus on 2-3 strategies at a time.

YOUR TURN!

You've got the tools—now it's time to take action.

Marketing doesn't have to be overwhelming or expensive. Just pick 2-3 of these strategies to start with and see the difference it makes in your business. And remember, consistency is key.



WANT TO LOVE YOUR BUSINESS AGAIN?



Hi, we're Andy and Angela Smith, co-founders of Lifestyle Tradie and Dr. DRiP Plumbing.

We've been in your shoes.

From building a multimillion-dollar trade business to hitting rock bottom, we've faced the chaos of long hours, cash flow struggles, and constant bickering. But we found a way to turn it all around.

We created **Lifestyle Tradie**, an award-winning trade business coaching program and community, to help tradies like you regain control, time, and profit. Whether you're a plumber, builder, electrician, or any other trade, we offer proven systems and strategies that work.

Here's the thing: It's not about being the best tradie; it's about becoming a great business owner. If you're ready to reclaim your life and love your business again, let's get started.

As proud partners of Buy4Tradies, we're here to guide you to a better business and lifestyle. Together, we're committed to helping you succeed.

That's why we're inviting you to our **1-Day Live Event for Trade Business Owners, Stress Free Tradie**. This is your chance to learn the exact steps to systemise, scale, and succeed in your trade business—all in one actionable day.

Andy & Angela Smith

Andy & Ange Smith

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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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