



Lifestyle Tradie

the freedom to choose...

ISSUE # 48

JANUARY - FEBRUARY - MARCH 2018

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SEAN
Sean Hersee
SAGE Painting
VIP Platinum Member

Before for I joined LTG, I was marketing my business to go bankrupt.
Andy and Ange helped me understand how to read my numbers...
Since then we are now hitting our targets regularly.



Lifestyle Tradie
the freedom to choose...



Proudly Australian

**Cool iPhone
Apps for
Tradies**

**The 7
Traits Of
Success**

Andy Smith

Happy 2018!

We hope you've enjoyed some quality family time over this holiday period and are pumped for a cracker year! A new year brings with it a new beginning, a fresh start...

On reflection on the year that past, 2017 was a great year for Lifestyle Tradie. We had 3 fabulous LIVE events with all our members (**check out page 18!**), one of which was in the stunning Port Douglas, we had 12 Future Tradie Live Events, many Mastermind Dinners and Power Hours...all in all it was a successful, and busy, year! Can't wait for a SMASHING 2018!

In 2018 the one thing I want to focus on is removing the phone from my hand a little bit more. Don't get me wrong...technology has so many benefits, but sometimes it can become a little too much! Did you know that on average we touch our phone 2617 times a day? This equates to over four hours spent each day on a mobile phone. Houston, we have a problem! On **page 12** we discuss ways to step away from the phone!

One of the biggest things we saw last year when travelling the country doing our Future Tradie events was too many businesses playing too small! It's easy to be so focused on the day to day jobs at hand that you lose track of where you are on your business five-year plan, and not actually taking any actions to get there. On **page 4** we detail the a few of the signs to look for if you're playing it too small!

It's not something you often think of, but the reality is, trade business owners must be keenly aware of their financial risks, and the threat of being sued could be larger than you think. On **page 20** we discuss the common causes of lawsuits and how best to avoid one.

It's 2018 and advances in technology are happening exponentially...but you might be surprised to know, that even though direct mail, is considered well out dated by many marketers, the fact of the matter is, that direct mail boasts a very strong response rate, especially in comparison to social media. In a highly digital age, it's surprising, but true. Have a read on **page 16** to find out why!

This month we want to acknowledge Sean Hersee from Sage Painting. After leaving school in year 12 Sean was unsure about what I wanted to do, so he decided to start an apprenticeship with his father's painting business. He has never looked back since! Fast forward to today, Sean is running his own business with a team of 21! Have a read of Sean's story in **page 6**, it's a good one!

That's it from me. Looking forward to seeing you and/or chatting at the Mastermind Dinners in the next couple of weeks, as well as learning a thing or two and having some fun at the Lifestyle Tradie R&R on 23 & 24 February.

To your success,

Andy Smith

P.s – If you haven't already, time is running out to RSVP to the Lifestyle Tradie R&R in February... don't miss out! Go to Mylifestyletradie.com.au > Upcoming Events > February R&R





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SIGNS YOU' RE PLAYING TOO SMALL



One of the most difficult challenges of starting, growing and then maintaining a trade business is that as the founder, you spend so much time in the day-to-day trenches that you're often too close to the situation to see the bigger picture.

It's easy to be so focused on the day to day jobs at hand that you lose track of where you are on your business five-year plan, and not actually taking any actions to get there.

Here are a few of the areas that are the easiest to get trapped in, that cause you to play too small, and how committing to these few changes, will help your trade business grow.

Sign 1. You're Reaching All Your Goals

The most important part of goal setting is achieving them. But, if you're hitting all of your

goals consistently, every month, you are most likely playing too small.

You want to set the right goals that stretch you but are still attainable, but if your goals are so attainable that you never miss, you are neglecting your own potential.

Don't worry about setting goals that are too big. Almost any goal can be reached given enough time. So be willing to have a few misses here and there in order to truly go as far as you can.

What To Do About It:

Start with adjusting your weekly or monthly goals. Move the finish line a little bit further each month. See just how far you can go in just one month. You have to keep pushing until the point of fail to see what your true current potential is.

Sign 2. You Don't Have An Assistant Or #2

The problem with many trade business owners is just because we can do it all, we think that we should. We also often think nobody can do things as quickly and efficiently as we can. The problem is you aren't leveraging your time to focus on the highest value tasks that move you towards the bigger goals. You can sustain your current business this way, but you can't attain the growth you've planned on.

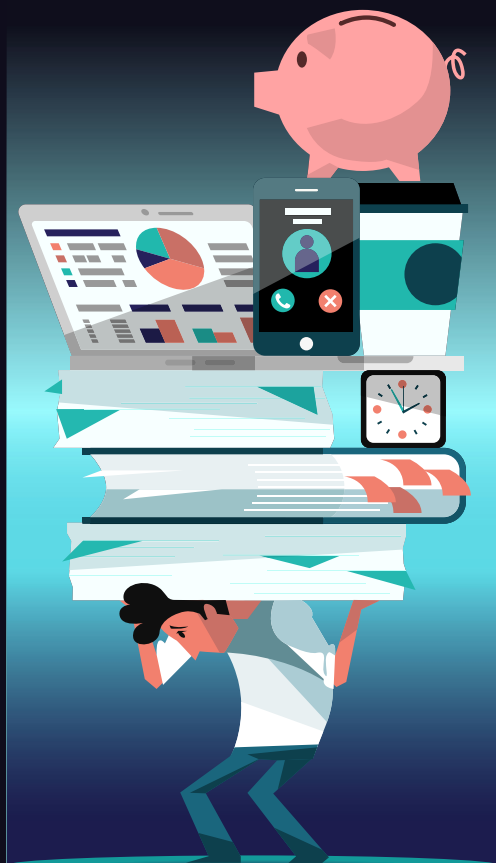
What To Do About It:

Hire somebody to take non-essential tasks off your to-do list *right now*. You need to start somewhere. For example, you could try hiring a virtual assistant from a platform and start with delegating those most basic of tasks.

As you delegate more, you'll become better at delegating and you'll also become more aware of the areas you spend your time. Your vision will clear so you can see which areas create the most growth for your business and which don't.

3. There's Nothing Keeping You Up At Night

Constantly challenging yourself is an integral part of developing as a trade business owner. If you're too comfortable and too stress-free, it can actually be a



bad thing. Not only does it mean you aren't growing as fast as you could be, but it could also lead to a downturn if you get too complacent and take your eye off the ball.

This is common when you have reached some success, and now you're either scared to risk what you have already achieved. Some become content and forgot how much hustle it takes to keep achieving more for themselves.

It's a great accomplishment that you've achieved a level of success already, but don't lose sight of your full potential and check in with yourself to ensure you're always striving for more.

What To Do About It:

Take one of the biggest and most ambitious goals you've set for your business and lay out the step by step plan that it's going to take to achieve it. Know what it's going to cost you, time, people and resources. Commit to your plan right now.

Just remember, there's a big difference between taking risks and being reckless. Yes, you need to have a tolerance to take risks. But the risks must be tied to a clear, thought out plan and a specific goal. Taking risks just for the sake of it can be irresponsible and reckless, and even worse for your trade business success than staying in your comfort zone.

Sean Hersee

SAGE Painting VIP Platinum Member



I. Tell us a little about your business, life and family.

After leaving school in year 12 I was unsure about what I wanted to do. My family has had a tradition of painting as it goes back four generations before me. Although I said I would never follow the tradition, I decided to start an apprenticeship with my father's commercial painting business and my journey as a painter began.

During my 4 year apprenticeship, I competed in the World Skills Competitions winning regional and state and then going onto be 4th in Australia.

After my apprenticeship, I then moved through the ranks of the business until I couldn't go any further as Dad wasn't going anywhere soon. So, I decided after 10 years of service it was time to part ways. I saved up money for tools and borrowed money against our home to buy my first van. Sean Hersee Painting was established.

The first year was tough, learning the ins and outs of what it actually takes to run a business. I put myself through a small business course and started learning the words started to gain a vision of one day being a successful entrepreneur.

After a year working on my own it was time for the next leap and take on my first employee. I used my brother as the guinea pig. This is where work started taking off as we were really starting to build a name for ourselves delivering a high class quality finish on our clients homes. Soon after it was time to employ another person, and another and another as our reputation for quality work was growing rapidly.

Once we got to six painters I was starting to get run off my feet, sorting the crew in the morning, on the tools during the day, quoting in the afternoons and doing paperwork at night. Something had to change.

How could I continue transforming homes and continue to grow my business? So, I set a new plan to increase the workload, get off the tools and employ a couple more painters to cover my extra costs.

Standing back and seeing our team starting to really take off, I made the decision that it was no longer Sean Hersee Painting. It was a team effort and it was time to take my name out of it and create a new brand. By researching the dictionary and thesaurus under words like 'master' and 'expert' we kept seeing the word SAGE.



Then I noticed the meaning, “someone venerated for the possession of wisdom and experience” - “Master of the trade”. We were now SAGE Painting.

2. What do you love most about what you do?

Working on my own, my passion was transforming homes and seeing the client’s faces knowing it was my hard work that created the smile. Now, today with a team of 21, my passion is still transforming homes but let’s just say I get a lot more smiles.

3. Tell us a little about your life before joining Lifestyle Tradie? (What wasn’t working, what was holding you back or was in your way?)

Before for I joined LTG, I was marketing my business to go bankrupt. We always had a lot of work but I just didn’t know my numbers. I was getting to the accountant once every 12 months and he was telling me to stop growing and go back to being on your own. Andy and Ange helped me understand how to read my numbers which changed our quoting process, we knew what our employees cost us and how much we had to charge to cover our overheads. Since then we are now hitting our targets regularly.

4. Where do you see your business in 5 years?

At SAGE Painting we are currently trying to get to a business model where we can implement the same thing in a different area. We have also thought of starting the SAGE brand in other trades.

5. What are the top tips you have learnt about business that you would recommend to other tradies and WHY?

1. Self-education would be my top tip, my first course was on excel spreadsheets and I now continue to do courses to self-educate myself to forever grow.
2. Take risks - I’m a big believer about say yes now and work out how to do it on the way. I would never of hired anyone or taken on some 6 figure jobs without this attitude.

6. Tell us something quirky about yourself that your buddies don’t know?

I used to be the goal shooter in my school’s male netball team even though I was the shortest player! :-)

7. If we were sitting here one year from now celebrating what a great year it’s been, what have you achieved.

SAGE Painting would be running like clockwork without too much input from myself, we would have another 1-2 investment properties and we would be away on a family holiday living, loving, life!



“Before for I joined LTG, I was marketing my business to go bankrupt. Andy and Ange helped me understand how to read my numbers... Since then we are now hitting our targets regularly.”

Our Next Event

 **Lifestyle Tradie**
the freedom to choose...

Relgnite & ReUnite

Absorb • **Advance** • **Achieve**

**Friday
23rd February
and Saturday
24th February,
2018**

**Pullman
Albert
Park**

It's that time again, the Lifestyle Tradie R&R is fast approaching!

Make sure you take the time out of your business to ABSORB new ideas and strategies, so that you can further ADVANCE your business to make sure you ACHIEVE the results you want, not just in your business, but in your life!

With a spectacular line-up of speakers ready to present on some hot topics YOU have been asking for... This is going to be AWESOME!

PLUS Don't forget about the Friday and Saturday night dinners...All the information you need for these can be found under the Social Events section on the R&R February 2018 page!

But first...Have you booked your flights and accommodation??

If not...do it THIS WEEK!

If you have any questions or need assistance, send an email to us at info@lifestyletradie.com.au

We cannot wait to see you there!





THE 7 TRAITS OF SUCCESS

The good news is that anyone can adopt these traits if they have a strong desire to succeed in their trade business

Here they are:

1. A Voracious Openness To Learn

The constant desire for improvement is the number 1 prerequisite for success. Meet others, have new experiences, and learn about different aspects of life. In a world of constant disruption and complexity, those who know more than their peers about a particular subject will stand out.

2. A Do-Whatever-It-Takes Mindset

Successful people experience failure too, but they learn from their mistakes and continue to take risks. Make mistakes, learn from your errors and move on.

3. A Willingness To Outwork Others

To get what and where you want you must work harder and smarter than anyone else

4. A Heartfelt Spirit Of Gratitude

Make a daily list of things to be thankful for... you could begin the day by writing down three things for which you're grateful. When you focus on what you're thankful for, you concentrate on how much

you have versus what you don't, petty molehills don't become mountains, and small irritations don't build up and damage or destroy valuable relationships."

5. A Boldness To Invest

Quoting billionaire Warren Buffett, "Generally speaking, investing in yourself is the best think you can do." Set aside money or time to invest in learning more about your craft or profession, or even something totally new!

6. A Commitment To Delay Gratification

This trait is increasingly difficult to practice in today's fast-paced world. Delaying gratification is an important skill to cultivate, but worthwhile accomplishments require time.

7. An Appreciation Of Where They Came From

Remember where you came from, successful people don't want to go back to where you began, so they don't allow yourself to forget what life was like before.

Each of these seven traits are tied together by one overarching attitude: successful people see opportunities where others see problems. It's amazing what you can achieve when you have the mindset of a winner.

18 Qualities That Will Change You From Being A Boss To Being A Leader

So, you're the boss, the head honcho, the one in charge of your trade business. But, are you the leader of your business?

There's a big difference between being a boss and being a leader, and being a good one at that.

Here's a look at 18 qualities that you need to be a great leader:

1. Focus

To be a good leader, you can't be distracted. You cannot major in the minor things, you have to develop a selective ignorance and concentrate on the critical things

2. Confidence

A confident leader instils confidence and followership. A confident leader has clear vision, shows empathy and is strong, gaining the respect required.

3. Transparency

You're not perfect, but if you're open and authentic, and 100 percent yourself, it will allow you the freedom to be consistent, and your team knows what they're getting at all times.

4. Integrity

You don't always need to be right, you just always need to do what's right, and remember that your employees are a direct reflection of the values you embody as a leader.

5. Inspiration

There is no such thing as a self-made leader. There are however self-driven leaders. Fuel your drive with inspiration and advice from others.

6. Passion

Love what you do. In order to be truly successful at something, you must love it and constantly push to do something bigger, better and greater.

7. Innovation

Innovation is essential not only for success but for survival. Innovators are leaders. Simple.

8. Patience

Patience, as well as the courage that will certainly test your commitment to your cause. The path to greatness can be rough, but the best leaders understand when to abandon the cause and when to stay the course.

9. Stoicism

Accepting and anticipating the crappy situations, costly mistakes, and unexpected failures. Not freaking out in these situations is what the best leaders can do.





10. Authenticity

It's great to learn from others and pick up some great skills along the way, however, never forget to remain yourself. And ensure that your actions, decisions and opinions are authentically your own.

11. Open Mindedness

Leaders need to keep an open mind, and be flexible. It's fine to stick to your goals, but those goals need to be flexible too. You have to adjust where necessary.

12. Decisiveness

Make quick decisions and don't look back. It's that simple.

13. Personable

Make genuine connections with people, it won't necessarily make you a great leader, but it will make you a very well respected one.

14. Empowerment

Learn to delegate and empower your team. It's the best way to find out people's capabilities and really get the best from your team.

15. Positivity

There are always ups and downs, but great leaders create a culture of optimism, and the positivity will make your business go a long way.

16. Persistence

Persistence beats resistance, and all great things take time. You must be persistent, no matter what.

17. Communication

If you don't communicate your expectations properly, people will fall short, and it won't be their fault. And in reverse, you want to be able to collaborate with your team and hear their thoughts and ideas too.

18. Accountability

It's easier to point the finger than to hold yourself accountable. But it's up to you to not just take responsibility, but make it right again.

Just remember, anyone can be given the role of the boss, or the person in charge. But, it takes a great leader to really make a difference to your trade business.



Research tells us it's a requirement, in order to recharge your motivation. Stepping away from technology, believe it or not, is actually possible.

We spend a lot of time on our smartphones. In fact, research tells us that we touch our phone 2617 times a day. Equating to over four hours spent each day on a mobile phone.

Houston, we have a problem - we can't disconnect from our phones. While smartphones have made some aspects of life more enjoyable, constantly being plugged in can be detrimental.

Constantly interrupted during the workday, preventing you from being totally focused and productive. And you're receiving emails, texts, and social media notifications, all while you're "off the clock." You're over connected and burned out, burning away your motivation.

We all need to take time to step away from technology, because being online 24/7 prevents our brains from time to relax and recoup, increasing the risk of mental health problems like depression, stress, and sleep disorders.

Now, time to turn off your phone. Easier said than done!

Here's some tips on backing off from technology:

Decide Exactly What To Give Up

You might decide to just disconnect from social media for a while, or just use your mobile phone for personal calls and texts rather than work. Do business within business hours. The choice is yours.

Get Your Disappearing Act Ready

If you're taking a break from emails, make sure you have an auto responder ready, or if you're off social media let your friends know, this will ensure that you're not interrupted and to tempted to be either.

What If You Only Want To Unplug For A Couple Of Hours A Day?

You can place your phone on airplane mode or use apps that block distracting websites, emails, and texts.

Get A Life Outside Of Work

This is key. You need to cultivate a life outside of work. This could be anything from finding a new



hobby, learning something new, volunteering, or spending more time with friends or family.

However you decide to spend your free time, it should be something that doesn't involve your normal work and allows you to unplug.

Get Active

Whenever you find yourself in a "tech haze" because your face is buried into your phone, then it's time to get active. Instead of checking emails after work, go for a walk or bike ride with your family. Do some exercises instead reading your social accounts during a break at work.

Not only does this prevent you from being glued to technology. It gets the blood flowing, which improves your mood. As a result, you'll feel more energized, focused, and motivated.

Set A Strict "Bedtime" For Technology

It's no secret that the light from mobile devices can prevent us from getting a good night's sleep. To get around this, make it a point to avoid using any mobile devices for at least two hours before going to sleep.

Doing so will give you plenty of time to wind down so that you can get that quality sleep we all need.

Make sure that once you have set a "bedtime" for technology, you stick with it every night.

Carry A Book

If you use public transport for your commute, what do you do while you're on the train? Or, while you're waiting for an appointment? Probably on the phone right? Instead, try carrying a book around. Its better for your mental health and will ensure that you don't get sucked into your smartphone.

Schedule "Free Time"

Finally, make sure that you schedule in some "free time" daily. This is where you're allowed to play games, watch YouTube, chat to friends, or upload your pics to Instagram. However, once this allotted time is up, switch off your gadgets.

This not only keeps you productive, it also helps you get into a pattern of using your tech-time more wisely.

5 Ways Mere Words Can Destroy Your Marketing

Words carry a lot of weight, and you need to use them wisely in your marketing messages. If you want your marketing to deliver the results you need, you need your marketing to deliver a powerful message that speaks to the right audience.

If the message isn't right, your marketing won't work. And not only will you be wasting money on your marketing, you'll lose sales too... no one wants that.

A copywriter can easily craft a message that will communicate effectively and motivate the audience to take action. But, you're a tradie right? Not a copywriter.

There are some tools you can use to write better

marketing messages yourself! Here are Five ways words can destroy your marketing, and simple ways you can fix them.

1. Too Many Words

Research has found that people have an attention span of just eight seconds – not much time to get your message across is it.

Bottom line, every word that isn't necessary, needs to be deleted from your copy or you run the risk of investing a lot of time and money into a marketing piece that people will ignore before they see or hear the call to action. Keep your copy succinct, and it will almost always be more powerful.

The Fix:

Remove filler words from your copy to keep it simple. For example, words like “really,” “that” and “very” should be deleted.

Don’t let your audience get bored or distracted as you weave a lovely story. If it doesn’t support the goal of the marketing, get rid of it. Remember, you only have eight seconds, don’t waste them!

Once you’ve written your messages, get out your red pen and delete at least 30 percent of it. The objective is to delete a significant amount of copy, because it’s likely what you delete doesn’t include your strongest messages. You’ll be left with something that actually drives the results you need.

2. You Used Jargon

Big words and jargon are rarely appropriate in ads and marketing materials. Even if you’re in a highly technical industry, your audience will probably prefer you leave the jargon out. It just looks like you’re trying too hard. The last thing you want is for your audience to cringe when they read or hear your messages – it’s a guaranteed way to lose sales.

The Fix:

Review your copy and find the jargon or excessively big words. Do those words enhance the message and make it more meaningful to the audience or do those words interrupt the reader or listener? Unless jargon and big words have special places in your audience’s hearts, replace them with simpler words.

3. You Used The Wrong Pronouns

Great marketing messages speak about the audience, not just about the company behind the products or services being offered. Therefore, your copy should use second person pronouns (you, your, yours) far more often than first person pronouns (I, me, mine, we, us, our, ours).

The truth is no one cares about you. They care about how your products or services can help them or make their lives easier.

The Fix:

Focus on the benefits, not just the features. Review your copy looking for every instance where you use first person pronouns and talk about your company rather than about consumers’ wants and needs.

Now, think about how you can turn messages that focus on you around and show how that information about your company actually benefits consumers.

4. You Used Passive Verbs

Do you want people to take action or just think about taking that action?

When you invest in an ad or marketing piece, you typically want it to drive some kind of action from an audience. Including a call to action that should motivate people to actually take that action. However, making a simple mistake like using passive voice rather than active voice in your sentence structure could negatively affect the results. To elicit an active response from the audience, use the active voice in your copy.

The Fix:

Fixing this problem takes some sentence restructuring. Read through your messages and replace passive voice sentences with active voice sentences whenever possible. Keep in mind, adding a sense of urgency to your calls to action can boost results even higher. Don’t suggest an action, demand it - now!

5. You Didn’t Use Emotional Words.

Does your copy tap into the audience’s emotional triggers? If not, your results will be lower than they could be if you rewrote your messages to make people *feel* something. Copy that evokes emotional responses in consumers is almost always more effective than copy that does not. Why? Because most purchase decisions are ruled at least in part by emotions. Emotional triggers include fear, guilt, comfort, competition, trust and more.

The Fix:

You can fix this problem in your messages by thinking about the benefits your product or service delivers to the target audience. Determine which benefits appeal to consumers’ emotional triggers and ensure messages related to those benefits and emotions are included in your copy.

Even though you’re not a trained copywriter, there’s nothing to say that a good old tradie can’t write some great copy with the right tools. Keep the tools above in mind as you write, and you’ll be on your way to seeing bigger and better results from your marketing copy in no time.

SNAIL MAIL YOU SAY?

Why Direct Mail Should Still Be Included In Your Marketing Mix



You might be surprised to know, that even though Direct mail, is considered well out dated by many marketers, the fact of the matter is, that direct mail boasts a very strong response rate, especially in comparison to social media. In a highly digital age, its surprising, but true.

This is a really important insight for small business marketing, where we don't have huge marketing budgets, and need to ensure that we're reaching customers and prospects efficiently.

Due to the fact that marketers are getting better at applying data to their campaigns to reach the right people, with the right message or offer, at the right times, Response rates to direct mail have actually increased over the last decade and are currently at their highest since 2003.

As well as the response rates and high ROI, here are another 4 reasons that good old Snail Mail should be on your hit list:

1. Email Overload



How many emails are you receiving every day? How many of them do you actually read? We get way more emails in our inbox than we want to, or can actually read. You customers and prospects are in the same boat.

Your email is likely to be sitting at the bottom of the priorities list, and when your prospect finally gets around to sorting their emails, yours will be included in the 'Delete all' function, and your message is lost. Sending it at all was a waste of time.

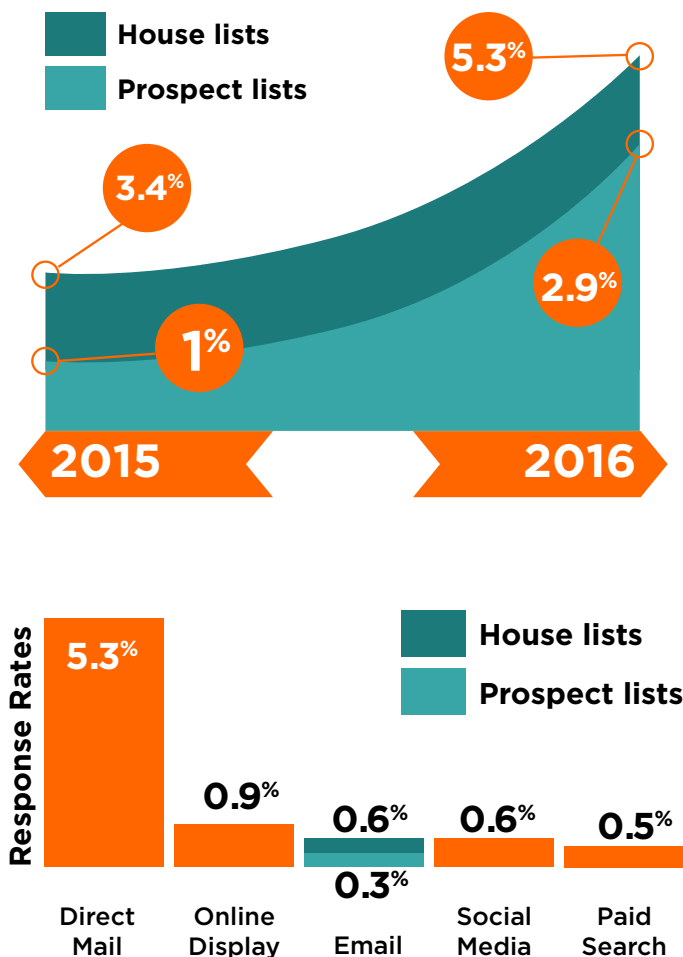
Of course people throw away physical mail too, but the numbers are in favour of direct mail here. A recent study > showed that 77 percent of consumers sort through their physical mail as soon as they get it. And even better, 98 percent of people check their mail *daily*. That means a lot less "back up" in the physical mail box and a much better chance for your sales piece to get read.

2. The Personal Touch



In the age of multitasking, computer users are by far the most distracted. And that's one reason why unsolicited emails get such little attention. Direct mail is all about talking directly to your prospects.

Direct mail allows you to step right into prospects' lives as soon as they open the mail. You need your sales piece to connect with your customers on a personal level. Unless you plan to take up door-to-door sales, you're not going to get any closer to your prospects than direct mail.



3. Increased Trust



With increased technology comes an increased concern for privacy, and people are trusting electronic communication less and less. People tend not to trust attachments and links in an email. Sometimes,

even images can get eaten up by the evil spam filter. Making it increasingly difficult to get your email to stand out.

Direct mail is not faced with these same problems. You can “attach” as much as you want without setting off alarms. Bells and whistles of a fancy package are added bonuses instead of red flags. Consumers are bound to trust your direct mail sales piece more than they would a suspiciously fancy email.

4. Enhanced Delivery

A direct mail piece has the opportunity to be much more impressive than a simple, bland email. While this is not always necessary (sometimes a straightforward postcard can suffice), it’s definitely nice to have so many options. Coloured envelopes, different envelope shapes and sizes, 3 dimensional pieces, freebies... the list goes on.

Everyone can send an email, but direct mail is something special these days. Not only that, research shows that direct mail connects with customers on a deeper emotional level and as we know, provides a much higher response rate.

So, if you thought the email age had done away with the postman, think again. The direct mailer is here to stay, and if you’re not including it in your marketing mix yet, well, you best reconsider.



THE BEST OF You Tube

If you’re looking for some inspiration, and a bit of feel good viewing, check out Dr. Rick Rigsby and his amazing speech about making an impact, and changing your life.

This powerful speech will get you thinking about how you’re living your life, and make you want to get right up and start making some changes.

Rick Rigsby’s goal is for all people to live life to the fullest, and to be the best possible versions of themselves.

Enjoy! Guaranteed you wont only watch it once.

<https://youtu.be/ewTyItKvB2Q>

Relgnite & ReUnite

Collaborate. Create. Celebrate.

**Friday
10th November
& Saturday
11th November,
2017**

WOW! Yet another great few days with the Lifestyle Tradie Members in Manly at the November 2017 R&R. Awesome speakers and inspiring presentations. Plus, as always, some good laughs and fun dinners!

This event was nothing short of sensational! The BEST way to kick start the motivation for 2018!

Just in case you don't believe me, check out the photos!

Can't wait to do it all again soon at our February R&R!

The Boys!



Fun with some of our older members!





The Girls!



Tina Tower sharing her lessons of business, both the highs and the lows.



Meaghan & Liam



What an awesome bunch of tradies!



Congratulations to the members who received their Diploma Of Businessness



John Blake with Ange & Andy



Daniel, Ange & Paul



Steven Bradbury Captivating the Crowd!



Last Man Standing!

Is Your Trade Business Prepared For A Lawsuit?

It's not something you often think of, but the reality is, trade business owners must be keenly aware of their financial risks, and the threat of being sued could be larger than you think.

The financial hits of a law suit can be far more damaging to small businesses than to large ones. And it's not uncommon either, in fact, a 2013 poll found 43 percent of small-business owners reported having been threatened with or involved in a lawsuit.

It's not just the financial burden of a law suit that you need to worry about. A lawsuit can harm your business's reputation, especially if it paints your business in a negative light and is publicised by local or national media. It can also put stress on you and your employees.

Is Your Trade Business Prepared For a Lawsuit?

Small businesses can be sued for a wide variety of reasons, from breach of contract, to product defects, to employee relations to noncompliance with regulations.

Here are the two most common sources of lawsuits:

Employees

Employees can threat legal action for a range of reasons, issues surrounding unfair dismissal being the most common. Some employees who feel they are unfairly disciplined or terminated may be tempted to sue for retribution or to recoup any financial loss they personally suffered due to their employer's action. Or they may sue because they feel their managers did not adequately address a complaint they reported. Other reasons include lack of clarity about the reason for their termination or feel they were fired unjustly.



Customers

Likewise, customers may sue for a wide range of reasons, from feeling they did not receive the product or service they were promised to getting injured on the company's premises. Even businesses with seemingly transparent and customer-friendly policies can get sued.

Of course, sometimes lawsuits are warranted, but other times they may seem frivolous or even unjustified to the business owner. Unfortunately, the validity of the lawsuit may have little affect on how much time and money a business must spend defending itself.



How to Avoid a Lawsuit

Business owners can do several things to reduce the threat of lawsuits:

1. Minimise Financial Harm

Take the right steps to reduce the financial repercussions on both your personal and business finances should litigation become necessary. Incorporate your business in a way that shields your personal finances from any legal claim, and obtain the right business insurance coverage to protect your company's finances, eg General liability insurance.

2. Be Careful What You Say And Do

It may seem obvious, but you can get yourself in trouble by over-promising or making grand claims about your business and its capabilities. In general, steer clear of saying anything both publicly or privately that could come back to haunt you. On the employee side, make sure to have clearly stated policies, in an employee handbook, that promote fairness and clearly explain the rules and how specific difficult situations will be handled.

3. Line Up Legal Help

Before you find yourself in legal hot water, have a reputable and informed lawyer on call to counsel you on how to prevent matters that could lead to legal trouble for your business.

What to Do If You Find Yourself In Hot Water

If someone does sue your business, or threatens to sue, take the following steps to hopefully improve the outcome for your business.

1. Call Your Lawyer Right Away

Ideally before a suit has been filed or any formal action has been taken. Your lawyer should guide you through the best course of action for either deflating the situation or ensuring you handle it properly.

2. Collect Information

Be sure to keep complete records about the person or entity threatening to sue and the situation at hand. You may be asked to present that information later on.

3. Contact Your Insurer

They will guide you through the process of filing a claim.

4. Stay Calm & Don't Panic

While facing litigation is nerve-wracking, if you're on the right side of the law it's in your best interest to stay optimistic and focus on continuing to run your business as best you can.

Take the right steps to protect your trade business from the business and financial risks of a lawsuit. This will not only give you piece of mind, but may just save your business in the future.

Miracle Sandbag!

If you have ever shifted sandbags then you know what back breaking work it is! The answer - the new Miracle Sandbags! Ready to use with no filling required these Miracle Sandbags self-inflate automatically when they come into contact with water, absorbing up to 18 kg's of water in 4-6 minutes. While they're completely re-usable they're also easy and safe to dispose of if you no longer need them as they're biodegradable and won't harm the environment.

The Miracle Sandbags have so many uses - for instance builders can use them to protect drains on a site. In addition, they can be used to help mitigate damage from burst water pipes and to protect any exposed areas from water damage. Miracle Sandbags will also absorb and contain a spill.

Now available at Bunnings as a 2 Pack - Large 600 mm x 400 mm RRP: \$29.95 or a large 24 pack RRP: \$239.95, representing great value as the Miracle Sandbags can be stored and used over again and again.

See the Miracle Sandbag in action:
<http://miraclesandbag.com>



Customise Your Cut

It's called the 'Custom BBQ Branding Iron' and you can customise whatever you want to brand onto your steak!

Interchangeable letters mean that you can change what you brand onto your meat. Your name, your mates name, or a cheeky message.

Select your message, heat the iron, press onto the steak and Voila, a personalised steak is all yours.

A great way to keep track of which steak is for who's, so you never give the 'Rare' to Mr. Well Done ever again! A practical novelty BBQ backyard essential for all Aussie backyards.

Available online for \$25.00



Pause

We all need to do a bit of that every day right? Just pause for a minute and get your head straight.

Well, there's even an app to help you do that.

Pause is an interactive tool to help you quickly regain focus and release stress.

Based on the ancient principles of Tai Chi and mindfulness practice, Pause helps you start the

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By slowly and continuously moving your fingertip across the screen, PAUSE triggers the body's 'rest and digest' response, quickly helping you regain focus and release stress within minutes.

This stress reliever is available from the app store for 2.99

<https://itunes.apple.com/au/app/pause-relaxation-at-your-fingertip/id991764216?mt=8>

Get the app.



Download on the
App Store



Next Issue

Retargeting for Tradies

What is it, how it works, and why it's important for your trade business.

3 Non Techy Ways to Business Growth

Technology is super important, but let's get back to some foundations and look at some non tech building blocks to business growth.

Plus so much more...



Can't wait to see you all at the upcoming R&R in Melbourne on 23rd & 24th February!

Andy & Ange

Don't forget, want to share your hot tips, recommended suppliers or any other information that will benefit the Lifestyle Tradie Community.

Drop us a line to

info@lifestyletradie.com.au

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