



# Lifestyle Tradie

*the freedom to choose...*

**How 3 Fishing Tips Can Make Your Sales Emails More Enticing... (Yep, I Said Fishing Tips!)**

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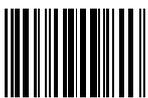
## Josh & Rom Martin AGG Doors Platinum Members

**“After undertaking several other business education courses and seminars, the ability of Lifestyle Tradie to demonstrate the way they have implemented all the content into their own business has really contributed to fast-tracking our progress.”**



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Proudly Australian

**Cool iPhone Apps for Tradies**

**Flexibility In Your Business**

## Lifestyle Tradie Member Profile

# Josh & Rom Martin

## AGG Doors Platinum Members



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

AGG doors is a family owned business focusing on garage door and gate service, repairs and installations. We've been around for 18 years and have a dozen staff based in Australia and another 6 overseas. We're very proud to say we are the most positively reviewed company in our industry nationwide.

Outside of work I'm a big AFL fan and try to get to as many Richmond games as I can. Being a Richmond fan I've learnt a lot about disappointment and resilience, which comes in handy in business.

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

I love being in a position where I can drive change in the business and positively influence the lives of our staff and customers. It's always exciting thinking of and implementing new ideas to the business to create a better service for our clients and a better work environment for our staff.

On top of this our staff are fantastic and are without a doubt some of the most motivated and competent people in the industry. Working with these kind of people always keeps me motivated to continually improve myself and the business.

### 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?)

We were probably lacking in our knowledge of our numbers which caused us to make some decisions based on assumptions as opposed to facts. Without all of our metrics in front of us it was a bit hard to know what avenues of income we really wanted to dedicate our time and resources to.

### 4. What specific results have you achieved since joining Lifestyle Tradie?

Since we've joined, we've improved in a lot of areas, some of the key ones being our metric tracking, our culture and our systems.

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Dad's always joked since he started the business that he'd own a Mercedes. In August we picked up a nice black 2017 AMG CLA 45...0-100 in 4.4 seconds. I know that because he's told me about 200 times.

It's a great feeling to know that I've been apart of helping to achieve that dream. It's a much nicer car than the 1999 Ford Transit that he normally drives around that spills fumes everywhere if you close the window.

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

I will say with confidence that we will be operating efficiently with an amazing staff hired and retained from an equally amazing culture. It will be because of this we that we will be having our most profitable year to date.



**What are the top 3 things you have learnt about business that you would recommend to other tradies and WHY?**

**Tip 1: & why**

*Make Decisions Based on Your Metrics*

*Once you know your numbers and how much you need to make per hour/day/week, start making decisions based on that dollar value. Knock back work if it's going to make a loss and put your marketing budget towards the right type of jobs and clients.*

**Tip 2: & why**

*People First Creating a culture people want to be a part of and work hard for is the foundation of a great business. By developing a great culture, you attract great people and give them a reason to stay aside from just the money.*

**Tip 3: & why**

*Celebrate the wins*

*For the morale of our staff and our own sanity, we need to make an effort to get excited and celebrate more. I think most of us find it very easy to shake our head when something goes wrong, but probably neglect to smile and throw some hi-fives around when something goes well.*

**6. Some say working with your partner is a challenge! How has being a member of Lifestyle Tradie helped with your relationship?**

*In general working with family is a plus. Rarely in a business do you have multiple people that care about the company as much as you do, and I'm lucky to have several.*

*It does get stressful sometimes but having a third party like the Lifestyle Tradie community can help to alleviate a lot of the issues that come with working alongside family.*

**7. Tell us something quirky about yourself that your buddies don't know?**

*I don't eat sandwiches unless they're cut into triangles? Does that count? They taste better that way.*

**8. If we were sitting here one year from now celebrating what a great year it's been, what have you achieved (together)? (business/life).**

*In a years time we will have refined our systems to be near on flawless which will allow all of our staff to work smarter, not harder and longer.*

*Along with this we will have launched a new ecommerce site to compliment our service business and we will have the widest variety of product of any company.*



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