



Lifestyle Tradie

the freedom to choose...

SEEM LIKE
YOU'RE
**ALWAYS
WORKING?**

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MARKETING TO
THE MILLENNIAL
mum

/PAGE 10

THE BIG TRUTHS

THAT CAN REALLY
CHANGE YOUR LIFE

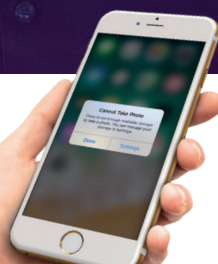
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MICK ROGERS

Purple Patch Doors – VIP Diamond Member



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



COOL IPHONE
APPS FOR
TRADIES



TRADIES
GOING
GREEN



FROM THE DESK OF

Andy Smith

Hey Tradies!

And welcome to the latest edition of Lifestyle Tradie Magazine, and Spring is in the air!

We had a great time recently on the Gold Coast with all of our Members. We seem to say that each ReUnite & Relgnite is the best one yet, and this one was certainly no different.

Speaking of Members, our Member of the Month in this edition features Mick Rogers from Purple Patch Doors and the great success they've been having with their business recently.

Spring, has sprung, which usually means a good spring clean... this time, for your phone! We've got some apps to show you how to do it quickly and easily.

We look at things a little bit differently this edition, must be the Spring air... we take a look at productivity in the workplace and what it can mean for you and your business. And also, the use of sustainable products in trade business today.

Testimonials, and why they should be a big part of your marketing is a great topic, as well as looking at little closer at your target audience... if you're currently targeting "mums" this is a great one for you.



Even some big life tips for you to consider... it's a jam packed edition, so, get reading!

Looking forward to seeing you all very soon in Manly for our BIG 10 Year Celebration... This is one event not to be missed... Be sure to check out one of our guest speakers announced on the next few pages!

To your success,

Andy Smith



**We cannot wait for our 10-Year
Birthday Celebration Event!**

**Mick Rogers from
Purple Patch Doors**



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Got a full iPhone?



SEEM LIKE YOU'RE ALWAYS WORKING?

A problem that a lot of small business owners and Tradies encounter, is this constant battle of working ALL the time, but not really getting the results from your toil that you're after.

It is a problem, that if you want to succeed, you must learn to overcome.

So to help you on your path of productivity, let's have a look at a few common time management mistakes that lots of Trade Business owners make, so that you can avoid them.

1. Not Accepting That You Have A Problem With Time Management

Heard yourself say "I wish I had more time" on more than a few occasions... complaining about not having enough time, won't add any more time to your day. Admitting that you have an issue with time management, and start trying some ways to improve it, just might help you find the time instead.

2. You're Not Planning Your Day

Heard yourself say "I wish I had more time" on more than a few occasions... complaining about not having enough time, won't add any more time to your day. Admitting that you have an issue with time management, and start trying some ways to improve it, just might help you find the time instead.





3. Putting 'Urgent' Before 'Important'

This can be a bit of a challenge for most... but one of the easiest way to prioritise your tasks, is to put them into 4 sections:

1. To do first – the most important tasks to be done today or tomorrow
2. Schedule – important tasks that can be scheduled and done later
3. Delegate – Essential tasks that are not important
4. Don't do – Add these to a list called "if I can get around to it I will:"

4. Delegation Disaster

It's a hard lesson to learn and follow through with, but as a trade business owner, you don't need to be, and don't have time to be involved in every single part of your trade business. You have to delegate. If you don't have staff, outsource.

5. Thinking You Have To Wake Up Early

So, you're not a morning person, but you're waking up early to try and get that extra hour in to check your emails in peace... But, if you're a night owl, you're not going to be very productive at an early hour, and it's a waste of time. If your peak time of alertness and focus is at 9pm, use that time instead and get your most important tasks done when you're at your best.

6. Not Being Flexible

It doesn't matter how much you plan out your day, the reality is that there will be interruptions. So, you're going to have to apply some flexibility. Try leaving an hour empty on your calendar each day. Rest assured that every day, it will get filled.

7. Trying To Be Perfect

Constantly aiming for perfection is unrealistic. It puts too much pressure on you and your employees. Don't put off what has to be done, because it's not perfect. Quality over perfection.

8. Not Correctly Committing Your Time

Not being able to properly determine how long tasks will actually take you can really throw your schedule out. What you thought would take an hour, takes 3 and now your whole day is a mess. Try logging your time for a week or so, to see how long you're actually taking to complete your regular tasks, and then use these as a guide to schedule your days more precisely.

9. Non-Stop Work

Regardless of how much work you have to get done, everyone needs a break. Switch off, unplug, go for a walk, get some air, eat some food, walk while you talk on the phone... just make sure you take a break, and watch your productivity levels increase.

10. Getting Caught Up In The Wrong Systems

Everyone's got a time management hack, app, or theory for you to try, but what works for one person might not necessarily work for another. Do some experimenting to find the right system that works for you.



MEMBER PROFILE

Mick Rogers
Purple Patch Doors
VIP Diamond Member



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

I started my working life as an auto electrician, completing my trade certificate and spending 10 years in the industry. I realised I wanted to do something different. I worked in a small business. There was not much structure or room for growth.

My dad was working in garage doors. He suggested I work with him to get a start in that industry. I then started Purple Patch Doors in the 2000. I subcontracted to B&D at first for about a year, before moving away and solely servicing my own clients. Since my humble beginnings, we have travelled through many peaks and troughs. The business has managed to consistently generate \$1 million in turnover per annum (This seems to be the ceiling I am looking to break through!). Our primary focus in the industry is residential maintenance and repairs.



My dad was a great mentor and helped me start. Unfortunately, he has since passed away. I am still charging forward. I often think to myself, 'what would dad say or do?' This helps when I get stuck or have trouble with decisions. (You don't become a master ships captain sailing in the harbour.)

Family is very important to me. My family consists of my daughter, my sister and my dog. I have a beautiful 22-year-old daughter, Nicola, who is growing up far too quickly for my liking. My sister, Deb, is very supportive and we communicate daily. I also have Jack, my blue cattle dog. He makes sure I get up every morning for playtime before work.

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

When I'm on the tools, I enjoy rocking up to someone's house and fixing the unfixable (especially when someone else before could not). Now, I spend more time in the office. I am spending more time developing my staff. I get great satisfaction in helping them become leaders in their own right. This then transfers from their workplace to their own lives. I feel I am creating ambassadors for my business.

3. Tell us a little about your life before joining Lifestyle Tradie?

I had grown my business to a couple of staff. I was working insane hours and my marriage fell apart. I needed to make some changes. I didn't know what to do differently. I just worked even harder with what I had. I'd gotten the business to a stage where I had some primitive systems in place. My business was predominantly people based rather than system based. The business had grown to seven staff at this stage. Unfortunately, it imploded.

I realised the need for systems rather than people. I then went looking to find more help to make a system-based structure. I read lots of books, but I couldn't find exactly what I wanted. Then, I stumbled on to Lifestyle Tradie. One of my mates flicked me a Facebook share. Spend \$100 for a one-day course? I thought, 'what is the worst that could happen?' (My go-to phrase, when in doubt.)

Just before lunch, Ange's presentation was on systems, I sat there and said, 'yes please', before I even asked how much. The rest is history. I've just been working on implementing all the stuff that is required. I'm still implementing the processes. I realise it's a journey. There have been some headaches along the way. Not all my staff wanted to get on board. They have now moved on.

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

I've allowed my techs to quote and invoice onsite (not quite finalised yet). This has substantially reduced admin time. I had already implemented ServiceM8. We've moved to AroFlo software. This gives a really strong breakdown of my numbers and has great reporting capabilities. We use Asana to offer structure and accountability, both in the admin roles and the techs onsite.

I now have a better handle on my numbers, which allows me to make informed decisions instead of guessing. One more major achievement has been a paperless office. From 400 pieces of paper on the desk to paperless has been massive (I never thought I could pull that off.)

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

In five year's time, Purple Patch Doors will be completely managed by employees. It means I can be less present in day-to-day proceedings. If I can't make that work, I will sell it. I want to look at some different ventures.

6. What are the top 3 things you have learnt about business that you would recommend to other tradies and why?

Tip 1: Know your numbers. This enables profitable informed decisions!!

Tip 2: Make a decision. Sitting on the fence is the biggest killer. Make a decision. If it doesn't work, make another decision to fix it. Doing nothing is what got you here in the first place and it's not going to help you.

Tip 3: Systemise. Get it out of your head and into a system. This allows you to multiply yourself and have a holiday.

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

When I drink a cup of coffee from somewhere new, I drink with the handle pointing away from my mouth. That way, fingers haven't touched the top of my cup. (Just a little paranoid.)

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

Firstly, maybe we could be having this discussion while camping at the beach. The last few years of my life have been really tough. I've worked hard to get through. There has been some mental anguish and pain. I still managed to get out. Now, I have a solid foundation to create the next chapter of my life on my terms.

At the beach, I plan to be sitting around the Ozpig (fire pit) with my new lady, close friends and family discussing what a great year it's been. Embracing the next chapter of my life. Thanks for the opportunity to tell my story.

Relgnite & ReUnite

COLLABORATE. CREATE. CELEBRATE

Friday November 8 • Saturday November 9

NOVOTEL MANLY PACIFIC



WE CANNOT WAIT FOR OUR
*10-Year Birthday
Celebration Event!*

This is going to be absolutely EPIC!

Our guest speakers are geared up and ready to go! Here's a sneak peek into one of our guest speakers,

Layne Beachley!

LAYNE BEACHLEY

From overcoming a king tide of obstacles to becoming a 7-time world champion surfer, Layne Beachley's story is a testimony to the power of self-belief. A narrative of loss and redemption and the search for identity and belonging, Layne is not one to be defined by her challenges or her achievements for that matter.

From adoptee to trail blazer, she chooses to embrace change, learn from failure and share these lessons with humility and vulnerability. She dared to dream and passionately believes that choice, not chance, determines our destiny.

**PLUS we have our White Birthday
Party on the Saturday night!**



Relax on the terrace, all the while sipping on drinks, snacking on gourmet food, boogying to a DJ and enjoying the moment...with the atmosphere set from the past two days of R&R...it will well and truly be time to party...

This will be the event of the year!

**So get ready and get excited... this is
going to be AWESOME!**



If you have any questions or need assistance, send an email to us at info@lifestyletradie.com.au or give us a call on **1800 704 822**.

We cannot wait to see you there :)



THE BIG TRUTHS THAT CAN REALLY CHANGE YOUR LIFE

Life is too amazing to have any regrets right? Don't wait until your later years in life to evaluate your life's journey and wonder if you should've done something differently.

Here are several **BIG** life truths, which can have a **Big** impact on the way you live your life:

1. One of the most important things in life is your own emotional health and well-being

And it needs to be looked after.

2. Clutter is a symptom that something's wrong

By now, everyone has heard of Marie Kondo, who has now coined the phrase "a messy room, equals a messy mind." She says it's because allowing clutter is a psychological reflex which is really a distraction from what's actually bothering you.

3. Don't know where you're going

You can't feel fulfilled if you don't have a goal.

If you have a goal:

1. Your subconscious mind will look for ways to achieve what you have conceived.
2. You will be more likely to take action
3. Thinking about your goals breeds enthusiasm which helps you budget, study, work and plan.
4. You become more sensitive to opportunities which come along in your everyday life that can help you achieve your vision.

4. How you allocate your resources clearly shows what's really important

You only have so much time, energy, talent and wealth, and what you do with these resources directly affects if your life turns out as you would like it to, or differently from what you would have wanted.

How you decide to spend every minute of your day is a testimony about what's really important to you.

5. There will always be a fly in your soup

In other words, problems will always present themselves, regardless of who you are and how hard you try. The reality is that every human, regardless of income, status or fame, has problems. The difference is how you handle them.



MARKETING TO THE MILLENNIAL mum



Lots of trade businesses have a woman, or a mum, or a stay at home mum as their target audience. There's a range of target groups within "woman" that you can communicate to, and they're changing all the time...

For example, the Millennial Mum... Have you ever thought about a strategy for marketing to the Millennial Mum?

So, who are these Millennial Mums? Millennials are people born between 1981 and 1997... who are now growing up and have having kids. Parenthood makes these mums different from other millennials, but their age sets them apart from older parents.

To put it simply, if you want to talk to a 'new mum' she's most likely a millennial.

Many of these women say they don't feel understood by marketers and businesses marketing efforts, and that could be a big miss for brands, given these mothers' have strong connectivity, spending power, and a strong influence.

Despite what you might initially think when you think of getting to these 'Millennial Mums'... you need a marketing strategy that goes way beyond the use of trendy colours and Instagram worthy imagery.

These are quite complex individuals who use technology, consume media and shop in ways remarkably different from those of any other segment.

If your trade business would benefit by appealing to this group, here are some tips for doing just that:

1. Function & Social Values

She is looking for a product or service that not only meets her set of specific buying needs, but also social values that are important to her. Eg Ethical sourcing, sustainability. Not only will she be more likely to purchase because of a social value, but she will talk about it to her friends, online and offline.

2. Show Value Through Influencers

When seeking advice on parenting, millennial moms are more likely to trust those they know who have "been there, done that." And that means relying on one other.

Small businesses that can align with the right online partners and show their product's value through those people can tap into existing fan bases and gain some traction.

3. Get Long & Specific With Search Words

The millennial mom spends over eight hours every day online across a mix of devices, and new/expecting parents perform twice as many searches as non-parents.

Because so many millennial mums know how to search, trade businesses need to offer the right content, at the time and place, when and where she's looking.



4. Practice Utility Above All

Millennial Mums are forging their own paths, and are finding creative ways to earn money and support their families. Whether the millennial mum is creating the content for her blog or consuming someone else's, the time she spends online is focused and purposeful.

So it's important for brands to enable the millennial mum to get to know the brand and its values, and get her to engage with the brand, not to just try and sell her a product.



5. Make Room For Millennial Dad

With Millennial Mums often come Millennial dads. The amount of time millennial dads spend with their kids is nearly three times that of previous generations. In other words, they are taking an active role beyond just bringing in household income: They're influencing purchase decisions and taking responsibility for daily child care.



Millennial Mums are a distinct segment that is certainly acknowledged by marketers, but not widely understood by small businesses. They are definitely a worthy one to get a hold of, if your trade business is targeting the old 'stay at home mum'.



DON'T UNDERESTIMATE THE POWER OF A GOOD TESTIMONIAL

As a trade business owner, we're well aware that the most persuasive and valuable sales message doesn't come from one of your tradies, or someone on the office, but from other satisfied customers.

And when you combine that kind of social influence with the emotional power of a testimonial, you can't go wrong.

Here are three reasons why testimonials are so effective...

1 Use Social Proof to Build Trust & Credibility

You probably believe 100% in the products and services you offer. But your potential customers may still be sceptical.

Buyers naturally want to know a business or product is trustworthy and credible before they pull out their credit card. Their minds are put at ease, knowing that other customers have been happy and satisfied after doing business with you.

This is called "Social Proof," and it's one of the most powerful persuasion tools at a marketer's disposal. In fact, the internet has amplified the importance of social proof because now consumers have a reliable tool to research reviews and opinions before they buy.

Simply put, when people see someone else trying/buying/enjoying something, they are more likely to imitate that behaviour and do the same — especially if they know and trust the other person.





So, what about actually getting the testimonial from the customer? It might seem hard, but it's actually easier than you think. Here are some questions you can ask to get the info you need from your customers:

Testimonial Questions To Ask Your Customers

1. What was it like before you had our product or service?

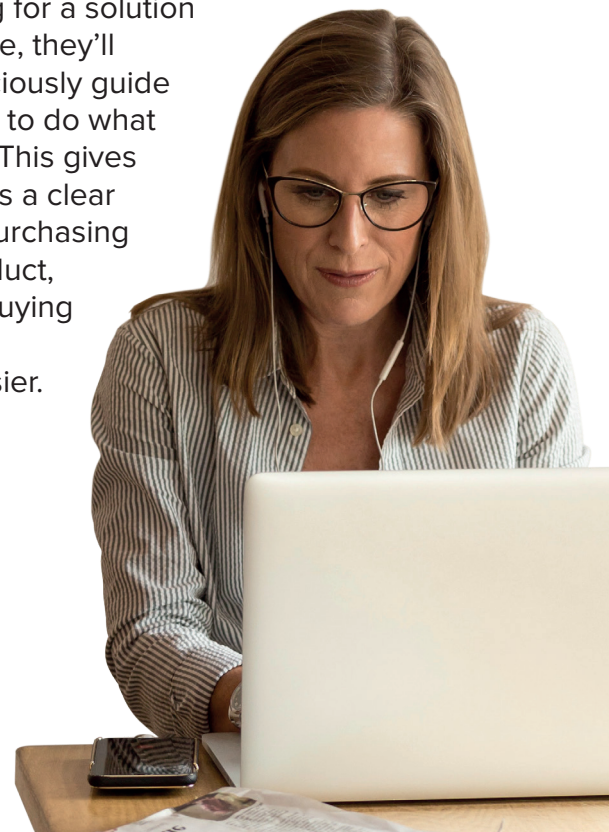
This question will prompt your customer to paint a picture of how bad they had it before buying your product or service. You can use their response to demonstrate how your business can solve other customers' needs.

2. What problem were you trying to solve with our product or service?

Your customer probably isn't alone in the problem your product helped them to solve. Hopefully, a reader with a similar obstacle will see this and identify with their story.

3. Where did you start your search?

By explaining how they started searching for a solution and where, they'll subconsciously guide someone to do what they did. This gives customers a clear path to purchasing your product, making buying decisions much easier.



2

Using Emotions To Persuade Decisions

Testimonials aren't just a reason to market your products or services; they're an opportunity to connect with your audience on an emotional level.

As discussed in our article about using emotions in your marketing, it confirms that people rely on emotions — not logic — to make decisions.

Brands that connect with their prospects on an emotional level are better positioned to persuade them to buy.

So, whether it's laughter, tears, or excitement, your audience is more likely to remember you not because of your product, but rather how you made them feel. And when people feel good, they buy more often.

3

There's Nothing Like A Good Story

Testimonials, when done well, use stories to draw your prospects in and connect with them emotionally. Stories are scientifically proven to tap into our brains in a unique way, pulling us into the plot.

4. What made our product or service stand out from other options?

Leads often compare products between competitors, and this question will make it extremely clear to prospects what the X factor of your product or service is. And, since it's a testimonial, leads will be more likely to trust these claims over traditional advertising.

5. What was the obstacle that almost prevented you from buying our product or service?

It's hard for any person to pull the trigger and make a big purchase. And, it's likely that your customers will share similar concerns when undergoing difficult buying decisions. Detailing their objections, and how they overcame them, will empower other prospective customers to do the same.

6. What features sold you on buying this product or service?

What was the bottom line that contributed to your customer's decision to buy? Was it a product feature? Your customer service team? The price? This will help prospective customers reading or listening to the testimonial to consider their priorities.



7. What made you happiest about working with our trade business?

Whether your product is easy to use, or you provide great customer service, or you offer flexible payment options, this question will highlight the best part of working with you. By highlighting this factor, leads will understand how your business aligns itself with customer goals.

8. What have you been able to achieve since using our product or service?

Whatever it is, it's likely that prospective customers will want to get those results, too. Including this question demonstrates how your trade business will foster long-term customer success.





Taking Your Testimonials to the Next Level

You know that customer testimonials are essential for persuading prospects to become buyers. But when you combine testimonials with video, it takes these advantages to a whole new level.

- **More Powerful Social Proof:** Because of body language, tone, and other physical cues don't translate to text, testimonial videos are even more credible and trustworthy.
- **Stronger Emotions:** When real people showing real emotion is combined with music and expressive imagery, you're able to transfer far more emotion to your viewers.
- **Better Storytelling:** With video, you simply have more tools to work with when telling a story: audio, text, B-Roll, music, animation, and more, which results in more compelling stories.

9. What has exceeded your expectations since working with us?

Customers will remember the times that your business provided above-and-beyond customer service, and leads will want to hear about these stories, too. It's a lot easier to show how great your service is when highlighting at individual moments of excellence.

10. What have you been able to achieve since using our product or service?

Whatever it is, it's likely that prospective customers will want to get those results, too. Including this question demonstrates how your trade business will foster long-term customer success.



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TRADIES GOING GREEN



The green building industry is the fastest growing sector of the building industry. There is accredited training designed to help trade contractors understand sustainable trade practices and products, and trades across the country are realising the importance of using green building materials and techniques.

Understanding sustainability might just be what your trade business needs to get the edge over your competitors.

While traditional construction materials such as concrete have been used for many years, they result in fossil fuel depletion and greenhouse gas emissions.

To protect the environment and reduce construction costs, there are several environmentally friendly materials you can use. These techniques and materials reduce the emission of greenhouse gases, increase construction efficiency, and save on time and costs.

Here are six green building techniques and materials to consider.

1. Wool Bricks

Traditional bricks have been used for many years in residential and commercial structures. However, these often lead to greenhouse gas emissions during kiln firing.

A more environmentally friendly alternative exists in the form of wool bricks. Wool bricks are bricks that have a layer of wool and a natural polymer. These additives make the brick stronger and less prone to releasing greenhouse gases. Wool bricks are also more resistant to cold weather and reduce energy consumption during winter.

2. Grasscrete

Grasscrete is a form of concrete that is infused with blades of grass. In between the concrete pores are pieces of grass that improve drainage, durability and absorption.

Grasscrete can be used on parking lots, driveways, and footpaths to improve drainage.

It's also effective in absorbing storm waters without damaging the concrete surface. Most importantly, the grass in Grasscrete acts as a natural biological filter (to eliminate pollutants).





3. Waste Management On Site

As well as green building materials, there are also techniques that minimise waste and reduce greenhouse gas emissions on construction sites. One of these techniques is construction waste management.

Construction companies are minimising how much waste they generate by recycling and using better waste disposal methods. For example, concrete can be recycled on the worksite by crushing and installing it as a foundation material. Crushed concrete is often used to stabilise parking lots, buildings, walls and floors.

Even smaller builders are upping their game in the sustainability stakes; residential specialists like The Sociable Weaver are carving a path as eco-building experts.

For waste that can't be recycled, using better waste disposal techniques often results in less material ending up in landfills. Many waste disposal companies now use advanced waste hauling and sorting techniques to make waste management easier. Better waste sorting systems also allow contractors to use a single bin when dumping their construction waste.

4. Prefabrication Techniques

Prefabrication and modular construction is also another effective green building technique. When a structure is built within a controlled environment, the materials needed are accurately measured in advance, resulting in less waste and more efficient structures. Building materials can also be selected more accurately and tested for structural integrity.

Prefabricated buildings allow contractors to plan for every aspect of the structure. For example, sheet metal for HVAC ductwork can be measured and cut, while the quantity of wood for floors can also be estimated in a timely manner. The end result is a prefabricated structure that is durable and energy efficient.



6. Automated Building Systems

Advancements in construction technology have also given rise to green building techniques. By using the internet of things (IoT sensors), builders have access to device data that enables them to save on energy consumption. For example, different components in a building can be fitted with sensors that record temperature, pressure, humidity and CO2 levels in real time. These sensors can then be placed on the HVAC systems, lighting systems, doors and windows of buildings.

After taking relevant readings, the sensors will transmit signals that allow your HVAC system to supply hot and cold air as necessary. They can also enable you to save on electricity consumption by turning off lights when no one is using them.

5. Straw Bale

Straw bale is a green building material made from straw. It is naturally occurring and can be used to design walls and other similar surfaces. Straw bale is a suitable green alternative to concrete, stone and plaster. It also provides excellent insulation for both hot and cold weather conditions.

Because straw bale is rapidly renewable, builders don't have to worry about greenhouse gas emissions or degrading environmental resources.



NEXT LEVEL TRADIE

The Next Level Tradie event was created after thousands of conversations with trade business owners who are struggling with the same challenges...

- Too many tradies hit an income ceiling and never make the kind of money that they are capable of. It's time to earn what you are worth.
- Most tradies think that working harder and longer will reap rewards – But the reality is, this is not the case. It's time to work smarter.
- So many tradies say they are 'stuck in a rut' but aren't sure what to do to get out of it. It's the BUSINESS MODEL that needs to change.

Event Dates

13 NOV

PERTH

Mercure Perth
10 Irwin Street,
Perth

14 NOV

ADELAIDE

The Playford
Adelaide MGallery
120 North Terrace

19 NOV

MELBOURNE

Mantra Bell City
215 Bell Street,
Preston

20 NOV

BRISBANE

Novotel Brisbane
200 Creek Street
Brisbane City

26 NOV

SYDNEY

Novotel Sydney
Parramatta
350 Church Street

We've been asked 'how did you win the title of #1 Trade Business In Australia 2015' for your trade business? We're going to share with you EXACTLY what we have done to streamline our business and transform our life. No secrets.

For the last 9 years we've been working with a select group of trade business owners across many different trades, taking them from Chaos to Control.

We're going to share the very best of what is working for them at the Next Level Tradie Live Event.

You Will Learn To...

1. Master Your Money and Maximise Profit
2. Transform Your Team To Save Time & Money
3. Attract A Grade Customers and Keep Them For Life
4. Automate, Systemise and Streamline your Trade Business

So WHO should come to the Next Level Tradie Live Event?

It's simple really...any trade business owner who:

- Has ever wanted 'more'
- Doesn't believe they should settle for average results
- Are winners, with a 'can-do' attitude and the determination to match.

If you're serious about transforming your trade business to take it to another level then THIS is your moment of truth.

This is your life, your decision. Make the right one.

Go to www.nextleveltradie.com.au/mag now to claim your FREE spot!

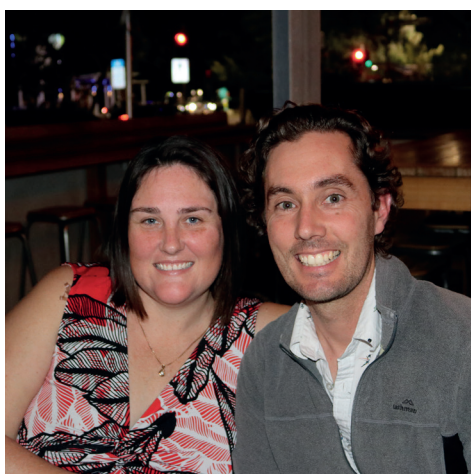
Relgnite & ReUnite
ENERGISE.
EXPAND.
EXPLORE.

27th & 28th July 2018

The Gold Coast certainly turned it on for us on the 26th and 27th of July for our EPIC R&R event. It was awesome catching up with all our Lifestyle Tradie members for a fantastic couple of days learning, networking and inspiring presentations!

The event was nothing short of sensational! Can't wait to do it all again in beautiful Manly in November to celebrate Lifestyle Tradies 10th Birthday.. it's going to be one to remember!





THE LATEST FROM MY MANCAVE



RAK Magnetic Wristband

RAK Magnetic Wristband has 10 Strong Magnets embedded in each wristband, enabling you to hold screws, nails, drill bits.

Perfect at home, or on the job site when you need that extra hand, and are sick of dropping small bits and bobs while on the job.

Only \$15 bucks and available at Amazon

bit.ly/rak-magnetic >



ESPRESSO ON THE GO

Wacaco Nanopresso

Love a good coffee, but often run out of time to stop at your favourite barista?

These portable espresso machines help you prepare amazing shots of coffee, with a quality close to that of traditional machine. So, you don't have to give up your daily pleasure. You can enjoy a delicious espresso anywhere, anytime.

Not just great for work, but also when you're out adventuring on the weekend, camping, fishing too.

\$75 - \$100 and all yours at www.wacaco.com >



COOL APPS FOR TRADIES

GOT A FULL IPHONE?

Bet you do, and you're not alone... work contacts, work photos, files... plus all those photos the kids take of themselves looking straight up their noses that you forget to delete.

It takes so much time to delete the stuff off your phone you don't need... and who has that kind of time, let alone patience!

Well, you don't have to! Cause there's an app for that! Actually... there's heaps of them...

All free, and all available on the app store.



Download on the
App Store



iMyFone Umate
Free up iPhone Space
by iMyFone



Cleaner - Clean Duplicate Item
Cleanup Contacts & Photos
by Brain Craft Ltd



dr.fone - Erase
Erase iOS Data Permanently
by Wondershare



Magic Cleaner: Fastest Cleanup
Super Clean Contacts & Photos
by Nghia Luong



Smart Cleaner - Fastest Clean
Super Cleaner & Backup Sync
by Vu Loan



»»» NEXT ISSUE

Are You Following Up?

There are many crucial steps in the sales process, but the 'follow up' is just about the most important. We look at why following up, is one of the most essential tools in trade business to produce sales growth.

The What, How & Why Of Partnership Marketing

Working with another business to promote your own brand can reap huge benefits to your trade business. So how do you implement it into your trade business? We'll take a look...We look at 5 tips on how to successfully market to mums.

PLUS SO MUCH MORE

CAN'T WAIT TO SEE YOU ALL AT THE UPCOMING

R&R IN MANLY

IN NOVEMBER!

- ANDY & ANGE SMITH



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the freedom to choose...

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