

2022
OFFICIAL MEMBER

Forbes

Coaches
Council



TRADECOACH

Plan strategically and give prospective clients
strong reasons to choose your services.

Hello Friend!



I've been where you are, and I've faced the same hurdles. I've also experienced the satisfaction of overcoming those obstacles and achieving the kind of success that allows you to not just survive, but thrive. I realised how important it would have been to have someone guide me, a mentor who understood the unique challenges of our industry and could provide strategic advice tailored to my needs. There are many 'business coaches' out there but none who have started a business from zero, with zero experience in that industry and built it all the way to a £1m+ company and all the way to sale of the business.

I see so many talented tradespeople struggle, not because they lacked skill, but because they lacked the right business knowledge and support. These were hardworking individuals who were exceptional at their craft but found themselves stuck when it came to the business side of things and constantly found themselves taking one step forward but two back.

I noticed that without the right guidance, even the most skilled tradesmen could find themselves overwhelmed, losing valuable time and energy on trial and error. That's when I knew I needed to step in and pass over my knowledge of how to grow and scale a successful trade business to the point where the business owner can sell it if they so wish or remain within it but with a much more enjoyable work-life balance and a far better life with many more options/choices.

Daren Henderson

TRADECOACH





Statistics Don't Lie

The **UK Trade Skills Index 2023 report** has highlighted the need for **937,000 new recruits by 2032** to bridge the skills gap in the construction and trades industry. This shortage is particularly prevalent amongst plumbers, bricklayers, joiners, and electricians.

If your trade business isn't capturing a substantial share of the market, then it may be time to evaluate your business strategies, especially in areas like project management, marketing, sales and customer service.

Effective management involves more than just overseeing projects and people; it requires strategic planning and proper allocation to ensure your team(s) is working efficiently and your projects are delivered on time and within budget. This also means investing to enhance your and your businesses skills and knowledge. What I offer is just that!

Why Work with Me

As a business coach for tradesmen and women, I've encountered my fair share of skepticism. Some suggest that I'm a liar or a fake, questioning the authenticity of my experience and the value I bring to the table. I understand why people might be cautious—after all, in an industry flooded with self-proclaimed "experts," it's important to know who you can trust. But here's the truth: my experience isn't just theoretical; it's rooted in the real world, with real success to back it up.

I'm proud to say that I've successfully built and sold my own construction company right here in the UK. I know what it takes to turn a vision into a thriving business because I've done it myself.

Unlike many coaches who rely solely on textbook knowledge or second-hand experience, my insights come from hands-on experience in the trades industry. I understand that it's easy to doubt, especially when you've been let down before. But I'm here to show you what's possible and to work with you every step of the way to make your business aspirations a reality.



My Coaching Journey



My journey into business coaching began long before I officially started. Unbeknownst to me, I had been coaching businesses for years. This realisation struck during a business mentoring retreat in Italy, where I had been invited. As I attended, I found myself inadvertently coaching fellow attendees. Encouraged by group members and my coach himself, I was convinced to make business coaching my full-time career.

Though I had been informally coaching for 4-5 years prior, without any formal structure, this marked the start of a more systematic approach, with one-on-one discussions with business owners who had observed my work over the years and spoken with my clients.

I collaborated with numerous businesses, primarily small enterprises. I provided consultancy and training for larger operations, the remarkable success of which pleasantly surprised me. While achieving success wasn't unexpected, the profound joy from witnessing clients' victories evoked the same exuberance as scoring for my beloved Hearts FC at Tynecastle Stadium.

Today, armed with both informal experience and a more structured approach, I am committed to guiding and empowering businesses on their unique paths to success.

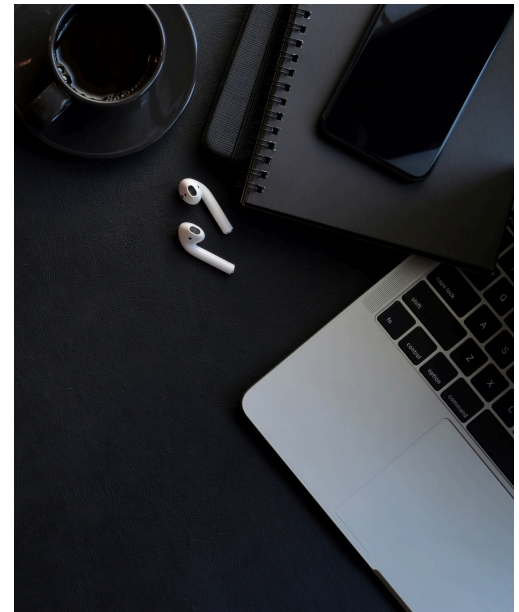
How It Works

01 BOOK A DISCOVERY CALL
Scheduling a free discovery call. This is an opportunity for us to get to discuss your business goals, and determine how I can best support you.

02 TAKE ACTION
Once we decide to move forward, I'll send you an invoice with next steps outlining the coaching services and our agreed-upon terms.

03 PAY YOUR INVESTMENT
After mutual agreement of the plan, you'll make your investment in the coaching program. This payment secures your spot and shows your commitment to taking your business to the next level.

04 RECEIVE YOUR ACCESS
Once the payment is processed, you'll receive access to all the coaching materials and resources you need to take you through the full A-Z of your business growth.. We'll schedule our sessions (if applicable) and begin working towards achieving your goals together.



CONTACT DETAILS

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WEBSITE
www.tradecoach.co.uk

INSTAGRAM
tradecoach_business_coaching

FACEBOOK
Trade Coach



Off-the-Tools Program

This automated and on-demand course is designed for ambitious trade professionals who are ready to elevate their business operations. It provides a complete A-Z guide to running a successful trade business. You have full access to the course to do at your own pace

LET'S WORK TOGETHER

WHAT YOU'LL GET:

- ✓ A-Z of Business, Full Access to all Modules with multiple dfy (done for you) templates
- ✓ Access the course at your own pace,
- ✓ Full access to Daren via Telephone/WhatsApp and Email during course
- ✓ Personalised 1-1 coaching once you complete the course is available

[WATCH THE WALKTHROUGH VIDEO HERE...](#)

YOUR INVESTMENT
£6,000

DWY (done with you) Programme



Our DWY Programme takes the comprehensive Off the Tools Programme to the next level by offering hands-on 1-1 support tailored to your needs. Whether you prefer collaborative guidance or a full-service approach, we have the right solution for you.

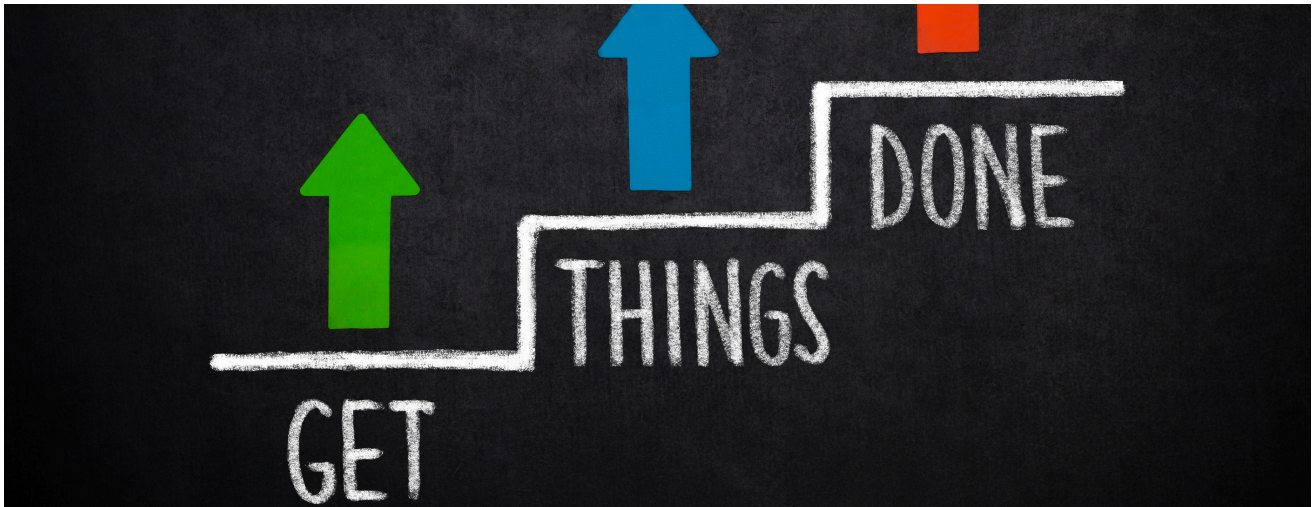
LET'S WORK TOGETHER

YOUR INVESTMENT
£9,000

WHAT YOU'LL GET:

- ✓ Full access to the 12-module on-demand course covering lead generation, sales, recruitment, profit & loss, and more.
- ✓ 4 x exclusive 1-1 coaching sessions to address specific challenges and goals.
- ✓ Full access to Daren via Telephone/WhatsApp/Email during course
- ✓ 1-1 Coaching Option afterwards

DFY (done for you) Programme



Our DFY programme removes the need for you to do anything other than provide access to certain platforms and photography etc.

Let Daren and his team complete the full course for you leaving you with everything completed, systemised, automated and created (ask for more details)

LET'S WORK TOGETHER

YOUR INVESTMENT
£18,000

WHAT YOU'LL GET:

- ✓ Free Macbook Pro fully loaded with all systems (CRM, Lead Generation, Recruitment, Adverts, Printable literature, designs etc
- ✓ A Fully re-done or new optimised website that converts
- ✓ Full access to Daren throughout the build and beyond
- ✓ 2 x 1-1 Coaching Sessions to go over what's been done and next steps and much much more



1-1 Coaching

Unlock the full potential of your construction business with our exclusive 1-1 Coaching program. This tailored experience provides you with dedicated monthly sessions where we meticulously examine every aspect of your business. Using Trello for seamless organisation and tracking, we ensure that no detail is overlooked.

LET'S WORK TOGETHER

WHAT'S INCLUDED:

- ✓ Personalised, in-depth coaching tailored to your business needs.
- ✓ Reach out anytime throughout the month.
- ✓ Join our private, paid Facebook group to connect with other like-minded professionals and access additional resources and support.
- ✓ Full access to Daren via Telephone/WhatsApp/Email during course

YOUR INVESTMENT
£1,200/ MONTH

Additional Services



New Website
Design and Build

Let our team of designers design
and build a website bespoke to your
industry and location

£1,500

Full CRM Set up

Let Daren and the team build you a
fully systemised crm for your
business, all you have to do is input
the data (client details)

£750

Digital
Presentation
and Pricelist
(only available
on Ipad)

Lose the calculator and brochures and
allow us to create your own
personalised, pre-loaded (prices)
presentation and price list (apple only)

Never sit behind a desk and have to
calculate quotations again!

£750

I know what you're thinking...

"I Don't Need a Coach."

A lot of people think this, they think as long as they are earning a good wage to provide then this is fine - and maybe it is but for me I love nothing more than proving to business owners the sheer potential of their business and leveraging my skills and experience to create a business that works without them.

"I Don't Have Time/I'm Too Busy."

The on demand course requires between 2-4 hours per module. I know you can find this time and if you cannot then you even more so need to jump into this otherwise how does the next 1-20 years look?

"It's Too Expensive/I Don't Have a Big Budget"

I understand that budgeting for something like coaching can feel like a big commitment. It's natural to be cautious about where you allocate your funds. most of my clients have seen a return on their investment within the FIRST module! We also have payment plan options.

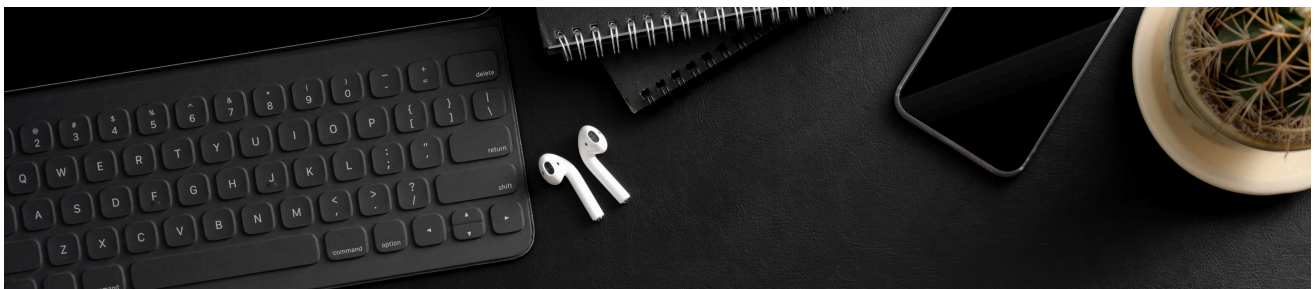
"My Business is Too Small for Coaching"

Believe it or not, I've worked with many small business owners who initially thought their size was a disadvantage when it comes to coaching. However, they found that my programme actually gave them an edge, the smaller the better. It's your dreams and goals which make this exciting and fun (and profitable!) .

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Growing a business to £1-2m+ is NOT difficult however if you don't know how to do it I would suggest it's damn near impossible.

And that is why business coaching exists.



Testimonials



22 Nov 2022

Best money I have ever spent on my business!!

Working with Tradecoach has been a real turning point for my business. After only a few month of having Daren on my side helping me focus on what's important and what's not, my business has become more profitable and I have more free time than I have had for years!! Best money I have have ever spent! More money, less stress better life!!! Real game changer!!!

Date of experience: 22 November 2022



23 Nov 2022

No B#llshit Business Growth 👍

Having spoken to other Business Coaches in the past and been pretty underwhelmed - the instant Daren and I connected I knew he would be able guide me and Actual Landscapes into uncharted waters - his no nonsense, simple but highly effective communication, systems, structures and procedures have allowed our business to grow more in the last 12 No months than the last 12 yrs. Looking forward to the future with TradeCoach as an integral part of the team-cannot recommend more highly.



4 Jan 2023

From finished to just getting started

I asked Daren for help when I thought my business was finished. I was loosing money hand over fist and selling vehicles to pay debts. I was going through hell and taking my family along with me for the ride. I assumed it was my "last rodeo" as they... However Daren managed to help me turn my business completely around within 12 months and make it the best year I ever had. Profits are up, business is easier and my work life balance has returned. Cant thank you enough D! I Only wish we did this sooner.



I wish I could pick up your phone or computer and just book that call, organise that course and watch as within 3 months you revolutionise your business. but I cannot.

Only you can.....

Daren



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