



Profitable Products & Services First

Trade Industry Trends

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



The background of the entire slide is a photograph of several hands raised against a light, neutral background. The hands are of various skin tones and are positioned at different heights. Most of the hands have their index fingers pointing straight up, while others have their fingers slightly spread or curled. This visual metaphor represents a unanimous vote or agreement.

Trend #1

YES to everything...

Trend #2

Soooooo busy...

A photograph of three sheep in a field. The sheep in the foreground is looking directly at the camera, while the two sheep behind it are looking slightly to the right. The background is a blurred field with trees.

Trend #3

Do as **THEY** do...

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the freedom to choose...

Good turnover..

Trend #4





Trend #5

Bank is empty!...





YES to everything...

Just because you can, doesn't mean you should





Not all jobs are created equal



*Everything to
everyone*



Attract B,C,D customers

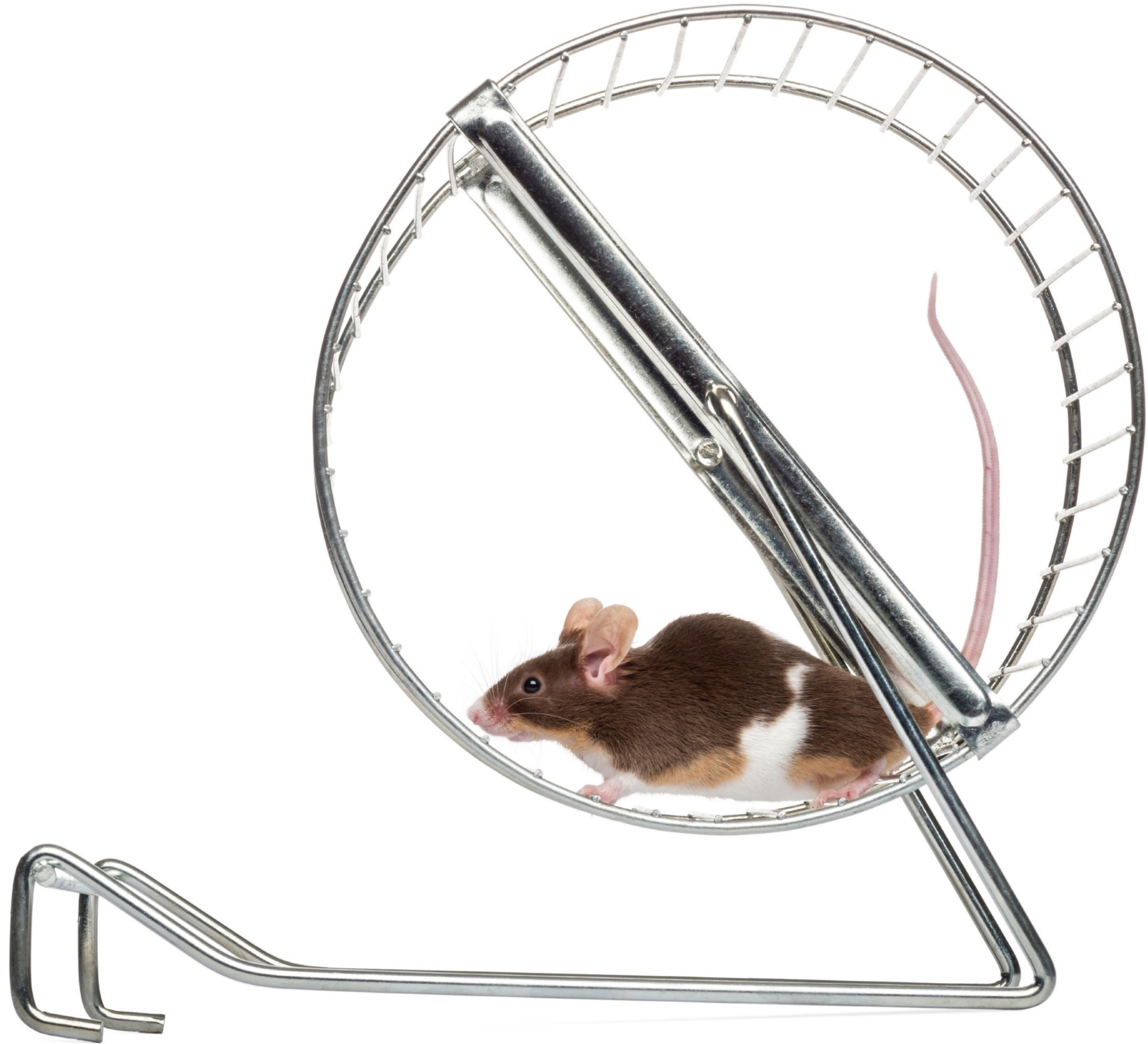


Draining and unfulfilling

Working for peanuts

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the freedom to choose...





***But if you get this
right***

Attract A grade customers

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Enjoy work. LOVE customers

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the freedom to choose...



Dial up your profits

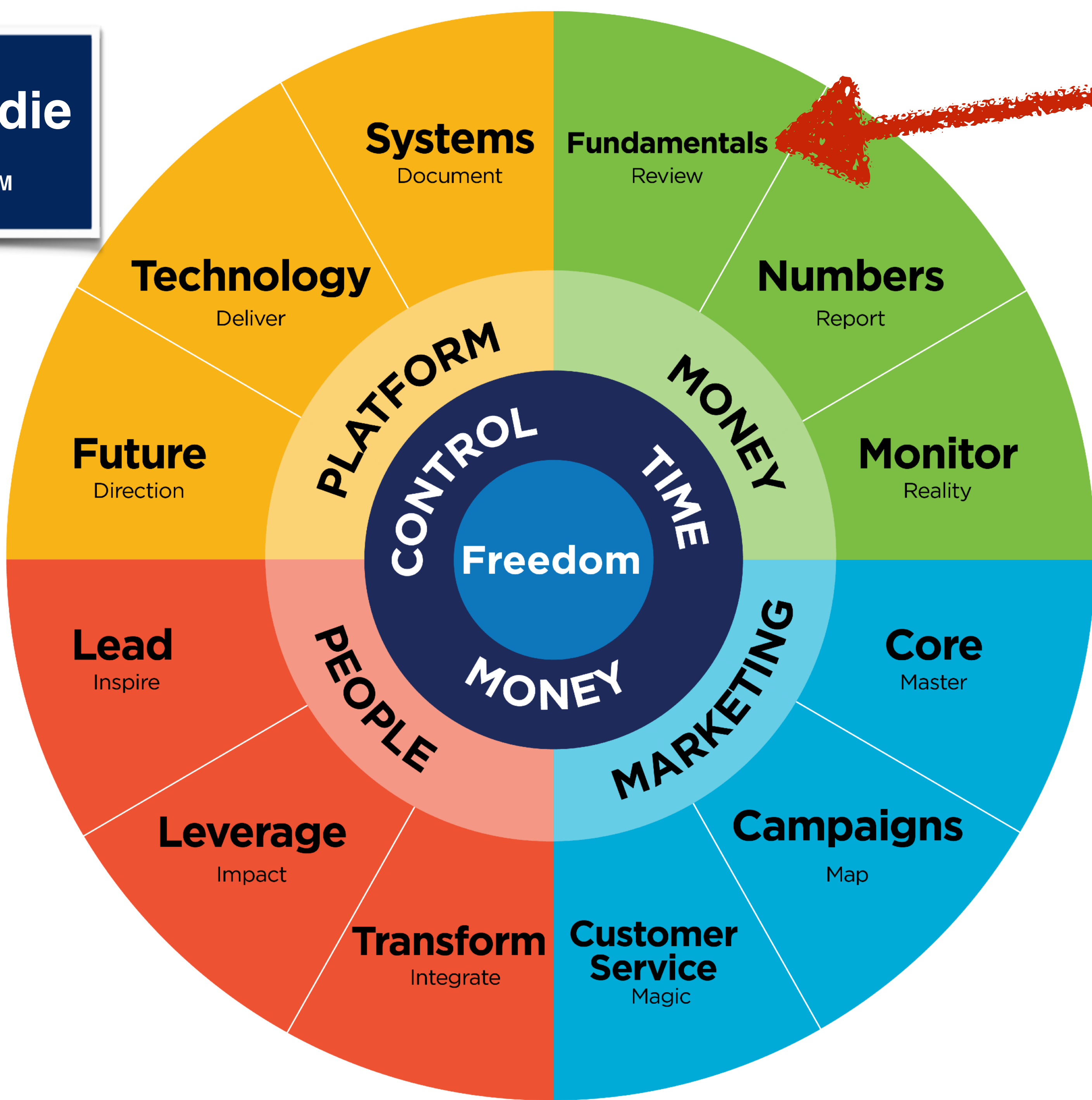


Increase Profit monthly, weekly, daily...



The Lifestyle Tradie Business Model™

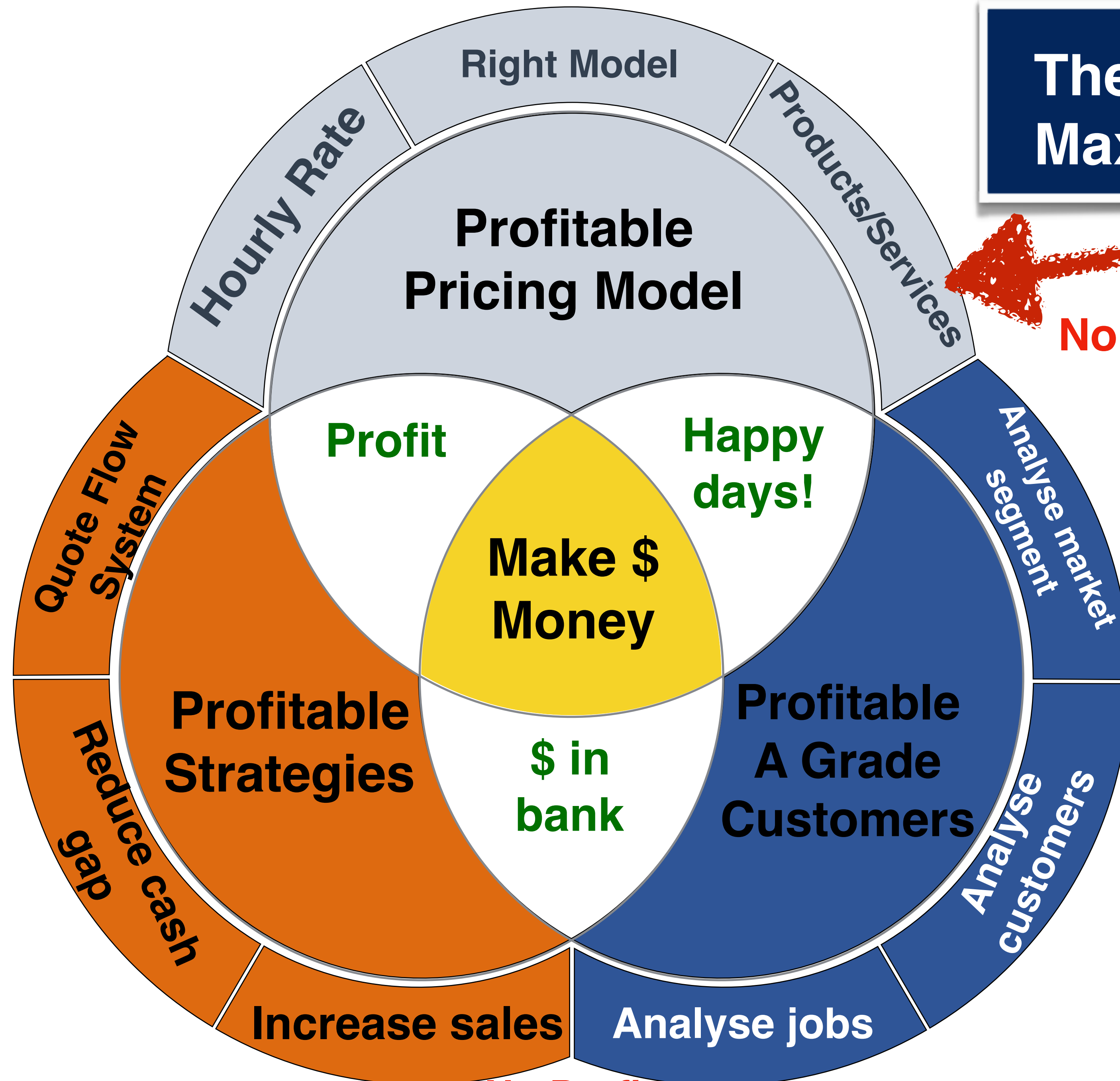
 **Lifestyle Tradie**
the freedom to choose...



The Profit Maximiser™

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the freedom to choose...

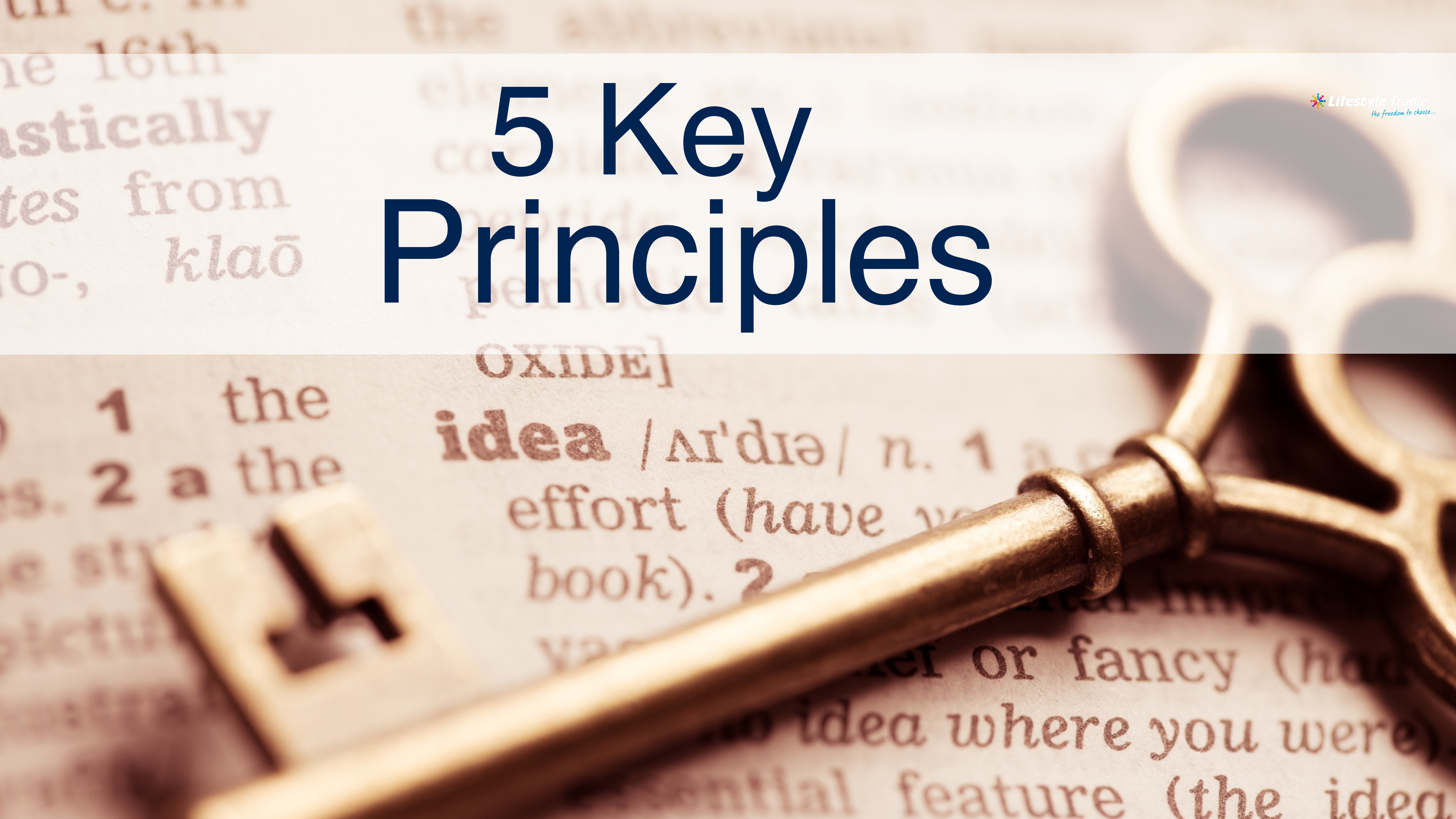
No Joy





NOTE: NOT Do & charge

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1

Not all jobs are created equal

2

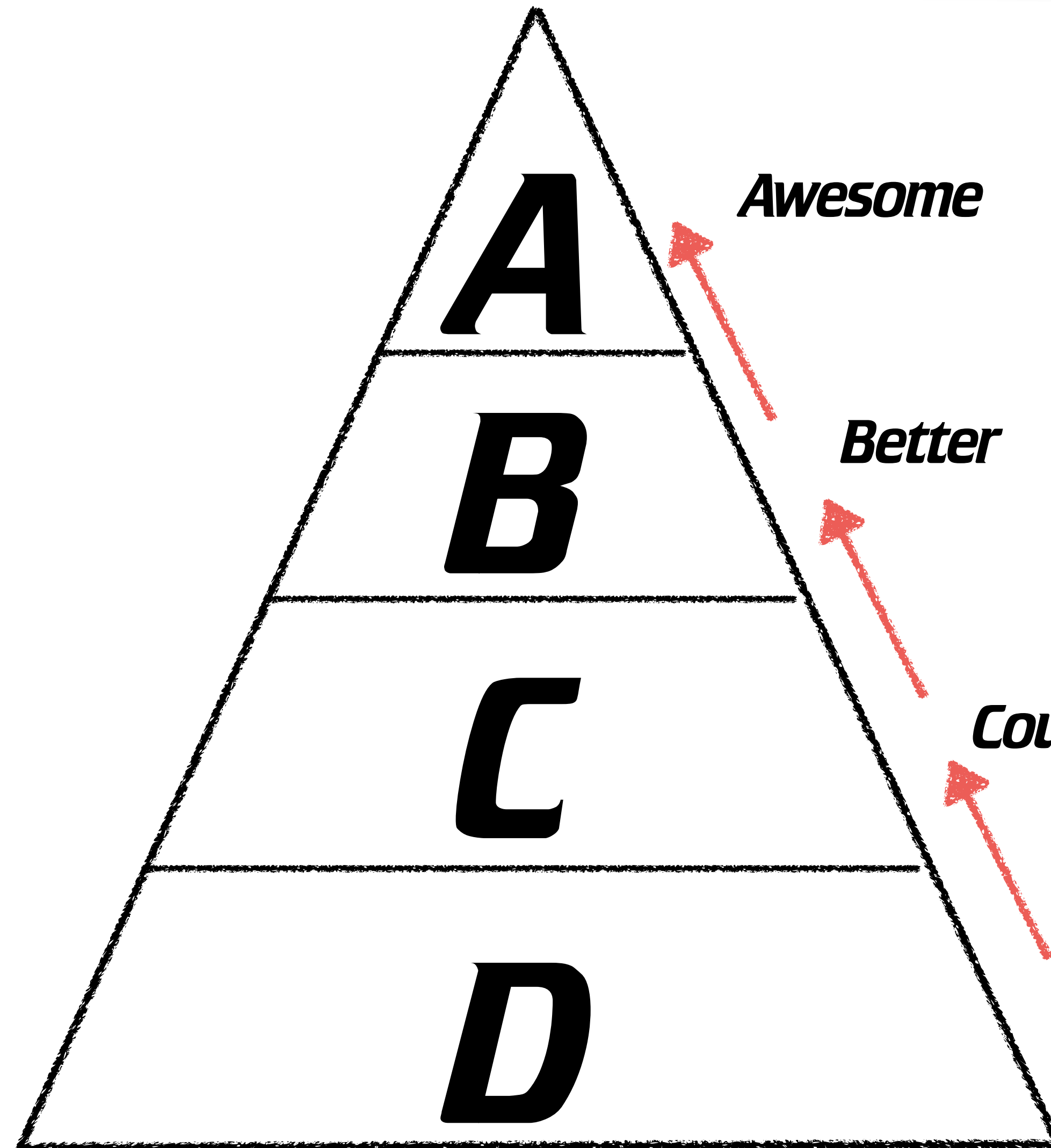
Not all customers are equal



A,B,C,D Customer Types

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the freedom to choose...

- ✓ *Great to work with*
 - ✓ *Respectful*
 - ✓ *Pay on time*
 - ✓ *Money to spend*
 - ✓ *Willingness to spend*
-
- ✓ *Good to work with*
 - ✓ *Respectful*
 - ✓ *Pay mostly on time*
 - ✓ *Money to spend*
 - ✓ *Willingness to spend*
-
- ✓ *Ok to work with*
 - ✓ *Somewhat respectful*
 - ✓ *Pay rarely on time*
 - ✓ *Money to spend*
 - ✓ *Not willing to spend*
-
- ✓ *Terrible to work with*
 - ✓ *Rarely respectful*
 - ✓ *Pay never on time*
 - ✓ *Little money to spend*
 - ✓ *Not willing to spend*

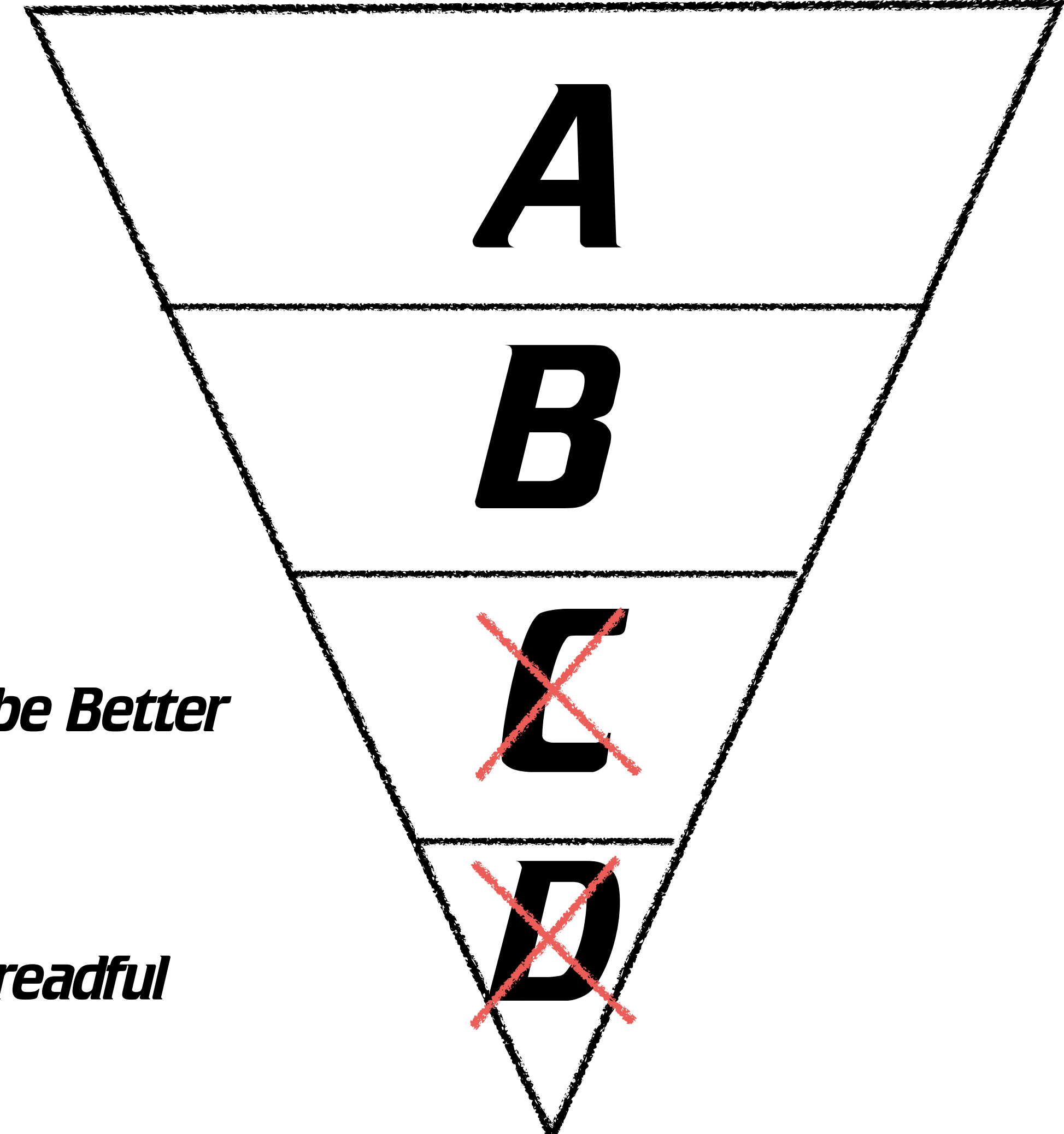


Awesome

Better

Could be Better

Dreadful



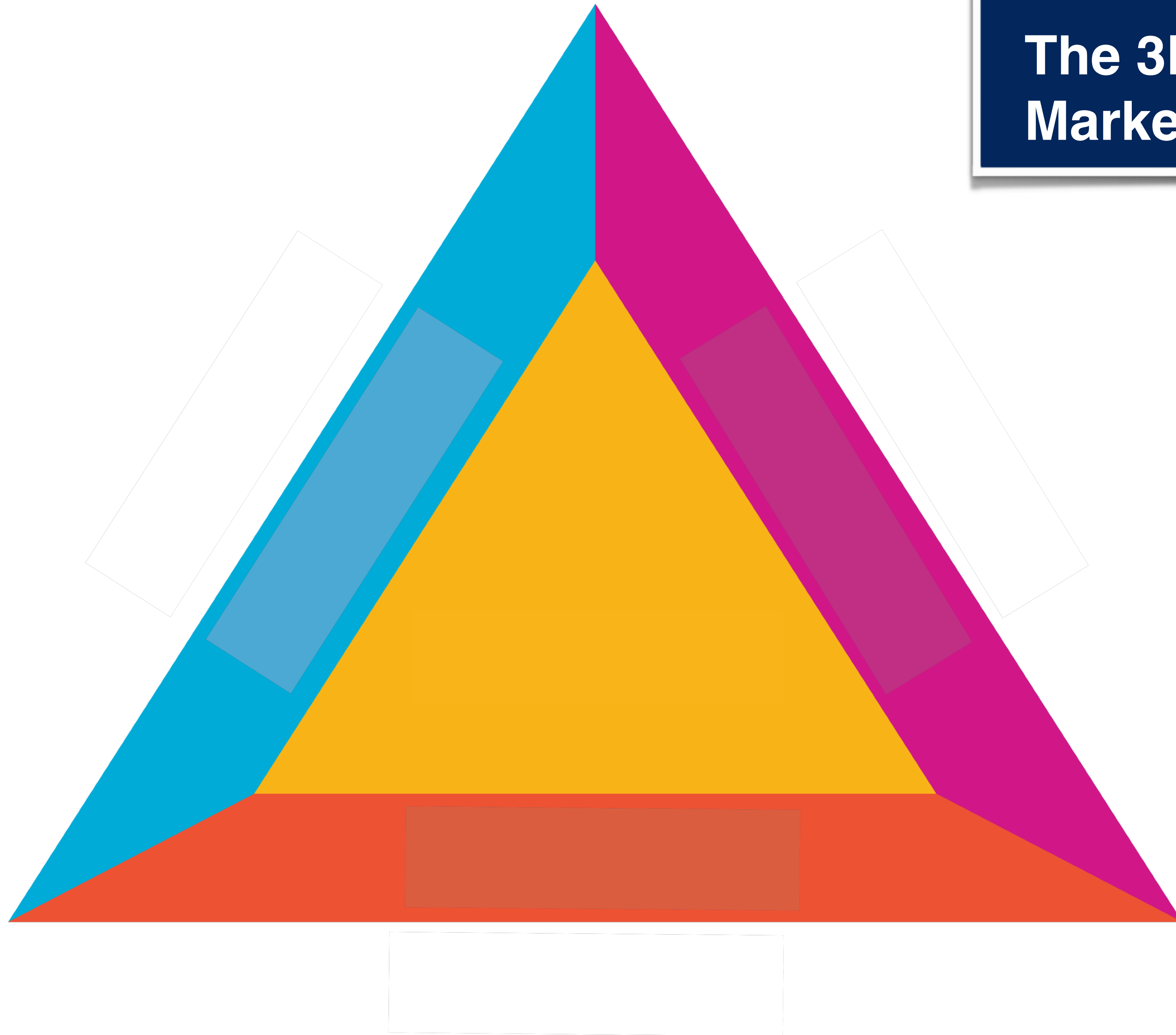


3

Who is my ideal customer?

The 3M's of Marketing™

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4

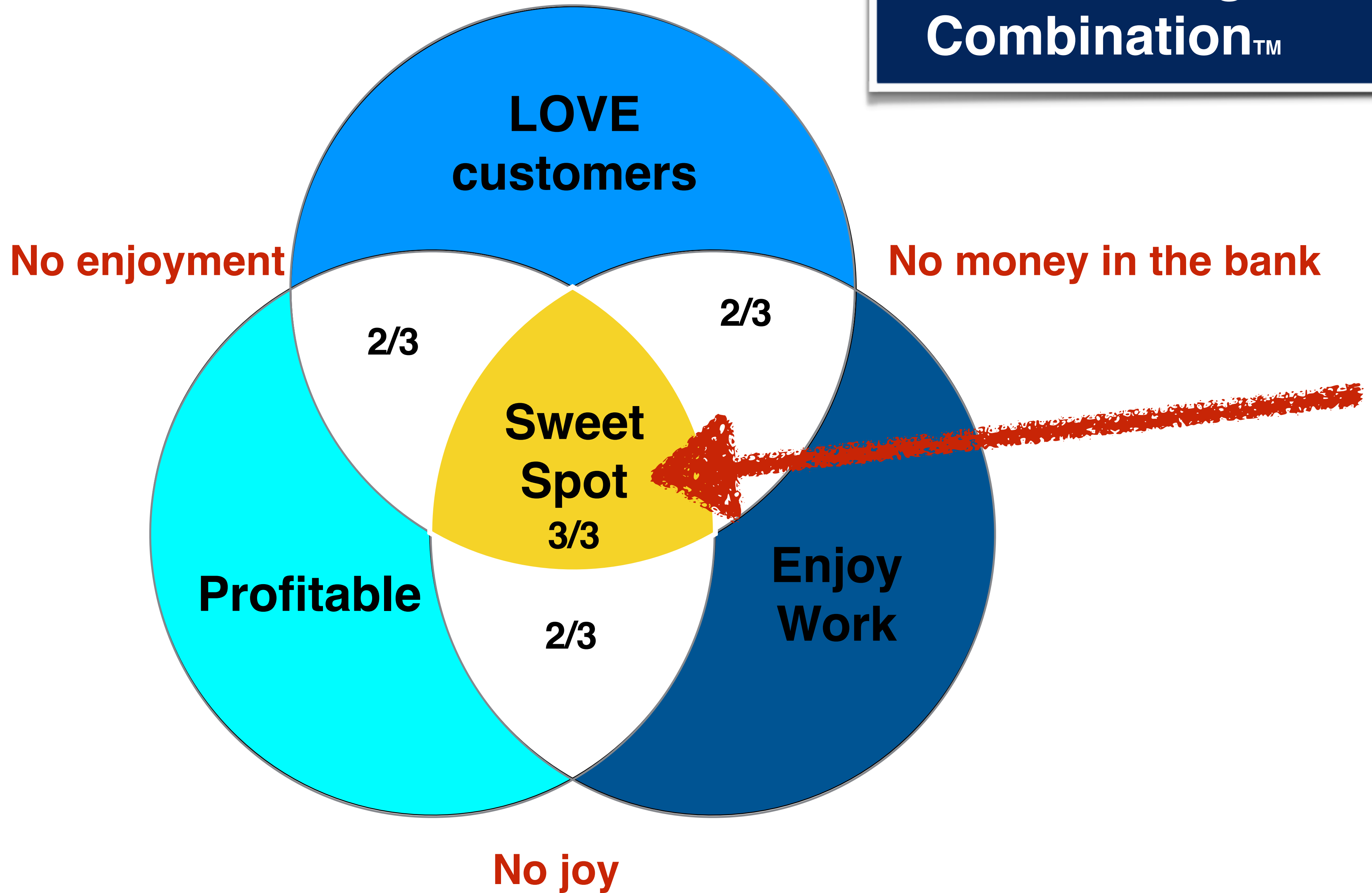
What do I want?



5 *Winning Combination*

The Winning Combination™

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Lets do it Together

Profitability

List All The Services You Offer

1

2

3

4

Profitable

List All The Products You Offer

1

2

3

4

3	2		
4			
5	3		
6			
7	4		
8			
9	5		
10			
11	6		
12			

[illegible]

Product & Service

7	7
8	8
9	9
10	10
11	11
12	12

7	7	Highlight those that have YES in all. Focus on these.	
8	8		
9	9	5	
10	10		
11	11	6	
12	12		

From Column B, C and D, which have YES in all?

Highlight those that have YES in all.

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From Column B, C and D, which have a green pathway? _____

Highlight those that have YES in all. Focus on these.

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From Column B, C and D, which have a green pathway? _____

Highlight those that have YES in all. Focus on these.

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Highlight t

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From Column B, C and D, which have a green pathway? _____

Highlight those that have YES in all. Focus on these.

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STEP #1: Race your products & services together

Profitable Products & Services First Worksheet

Column A:
**List All The Products &
Services You Offer**

Column B:
**List The Top 6 In Order
Of Profit
(Highest To Lowest)**

Column C:
**From Column B, Tick
The Style Of Work You
Enjoy Most.**

Column D:
**Write The Avatar/s That
Need/Want The Style Of
Work From Columns
B & C**

1	1		
2			
3	2		
4			
5	3		
6			

STEP #2: What are the clear winners, most profitable



Profitable Products & Services First Worksheet

Column A:
**List All The Products &
Services You Offer**

Column B:
**List The Top 6 In Order
Of Profit
(Highest To Lowest)**

Column C:
**From Column B, Tick
The Style Of Work You
Enjoy Most.**

Column D:
**Write The Avatar/s That
Need/Want The Style Of
Work From Columns
B & C**

1	1		
2			
3	2		
4			
5	3		
6			



STEP #3: Your enjoyment is critical

Profitable Products & Services First Worksheet

Column A:
**List All The Products &
Services You Offer**

Column B:
**List The Top 6 In Order
Of Profit
(Highest To Lowest)**

Column C:
**From Column B, Tick
The Style Of Work You
Enjoy Most.**

Column D:
**Write The Avatar/s That
Need/Want The Style Of
Work From Columns
B & C**

1	1		
2			
3	2		
4			
5	3		
6			



STEP #4: Do they really need or want it?

Profitable Products & Services First Worksheet

Column A:
**List All The Products &
Services You Offer**

Column B:
**List The Top 6 In Order
Of Profit
(Highest To Lowest)**

Column C:
**From Column B, Tick
The Style Of Work You
Enjoy Most.**

Column D:
**Write The Avatar/s That
Need/Want The Style Of
Work From Columns
B & C**

1	1		
2			
3	2		
4			
5	3		
6			

Profitable Products & Services First Worksheet



Column A: List All The Products & Services You Offer	Column B: List The Top 6 In Order Of Profit (Highest To Lowest)	Column C: From Column B, Tick The Style Of Work You Enjoy Most.	Column D: Write The Avatar/s That Need/Want The Style Of Work From Columns B & C
1 Leaking Taps	1 Blocked drains	✓	Residential - Decisive Deb
2 Blocked drain			Shark - Busy Betty
3 blocked toilet	2 Hot water Service	✓	Residential - Decisive Deb
4 Burst pipes			Shark - Busy Betty
5 Water leaks	3 Emergency plumbing	✓	Residential - Decisive Deb
6 Gas fitting			
7 Hot water service	4 Burst pipes & water leaks	✓	Residential - Decisive Deb
8 Emergency plumbing			
9 Pipe relining	5 Gas fitting & leaks	✓	Residential - Decisive Deb
10 Gas leaks			
11 Bathroom renovating	6 Leaking Taps	✓	Residential - Decisive Deb
12			Real Estate - Eager Erica

From Column B, C and D, which have a green pathway? 1. 2. 3. 4.

Highlight those that have YES in all. Focus on these.



STEP #5: Clear pipeline

Profitable Products & Services First Worksheet



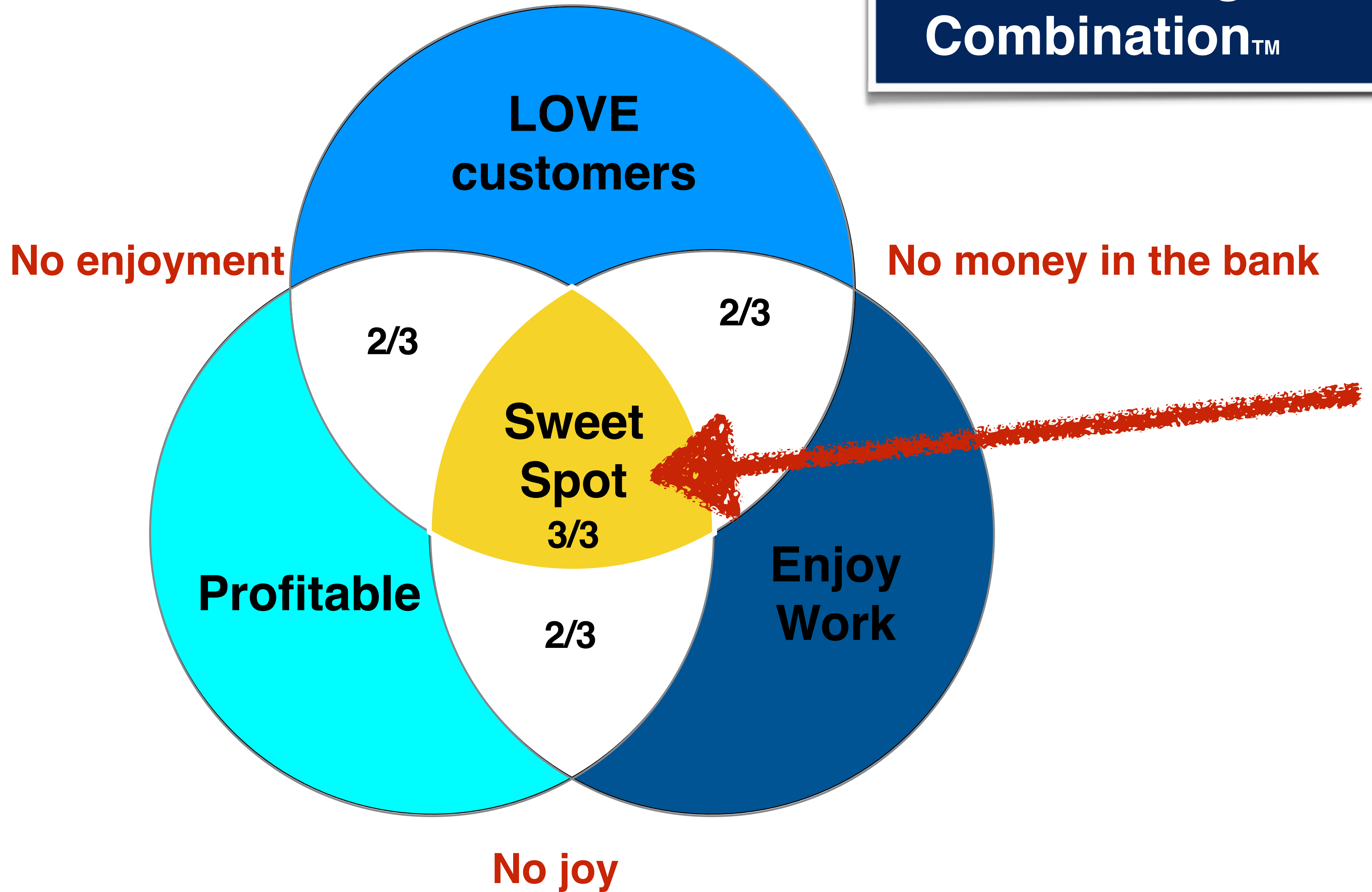
Column A: List All The Products & Services You Offer	Column B: List The Top 6 In Order Of Profit (Highest To Lowest)	Column C: From Column B, Tick The Style Of Work You Enjoy Most.	Column D: Write The Avatar/s That Need/Want The Style Of Work From Columns B & C
1 Leaking Taps	1 blocked drains	✓	Residential - Debbie Deb
2 Blocked drain			Shark - Busy Betty
3 blocked toilet	2 Hot water Service	✓	Residential - Debbie Deb
4 Burst pipes			Shark - Busy Betty
5 Water leaks	3 Emergency plumbing	✓	Residential - Debbie Deb
6 Gas fitting			
7 Hot water service	4 Burst pipes & water leaks	✓	Residential - Debbie Deb
8 Emergency plumbing			
9 Pipe relining	5 Gas fitting & leaks	✓	Residential - Debbie Deb
10 Gas leaks			
11 Bathroom renovations	6 Leaking Taps	✓	Residential - Debbie Deb
12			Real Estate - Eager Erica

From Column B, C and D, which have a green pathway? 1.2.3.4.

Highlight those that have YES in all. Focus on these.

The Winning Combination™

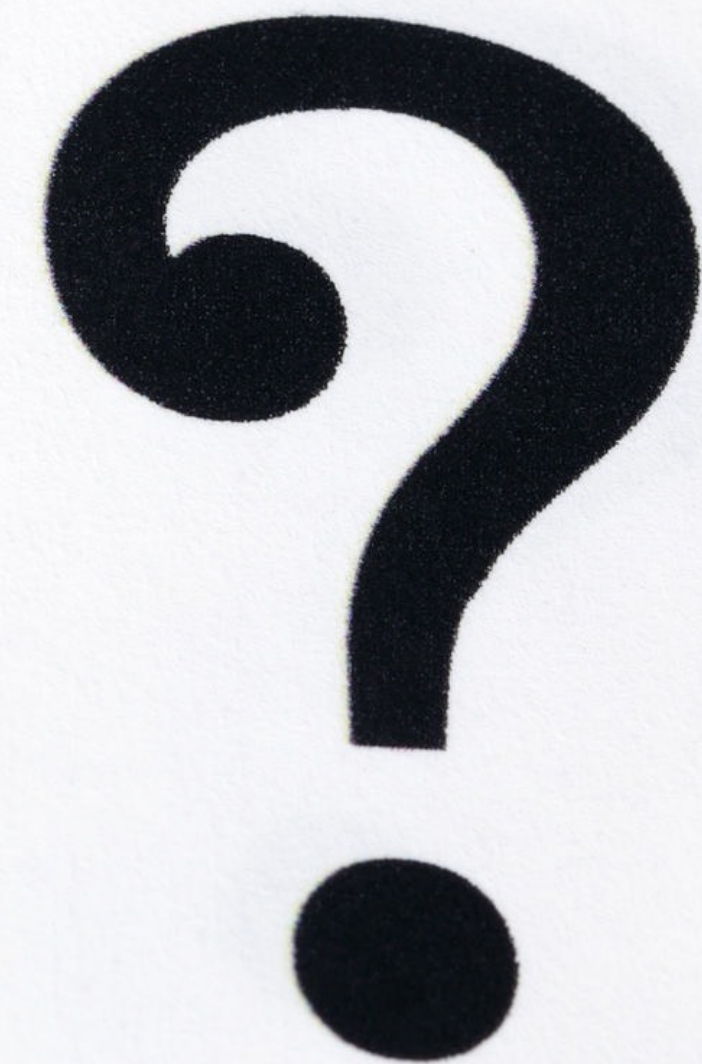
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Question:

“What are you going
to do differently
knowing your
profitable products/
services?”

3 Ways to Apply This To Your Business





SERVICES



Blocked Drains

A blocked drain is a critical problem that needs to be resolved immediately. We will provide you with a qualified tradesman who will attend to your drain to avoid further damage.



Hot Water Services

Our tradesmen are certified to handle all types of water heating problems. Give us a call so we can provide you with the best tips and advice.



Emergency Plumbing

Our team of emergency service operators work round-the-clock. We can have a tradesman organised to come to your property any time of day and night.



Burst Pipes and Water Leaks



Gas Fitting and Leaks



Leaking Taps

Burst pipes are a common household... Gas leaks are extremely dangerous... Leaking taps are mostly simple to fix...

1

Update your website

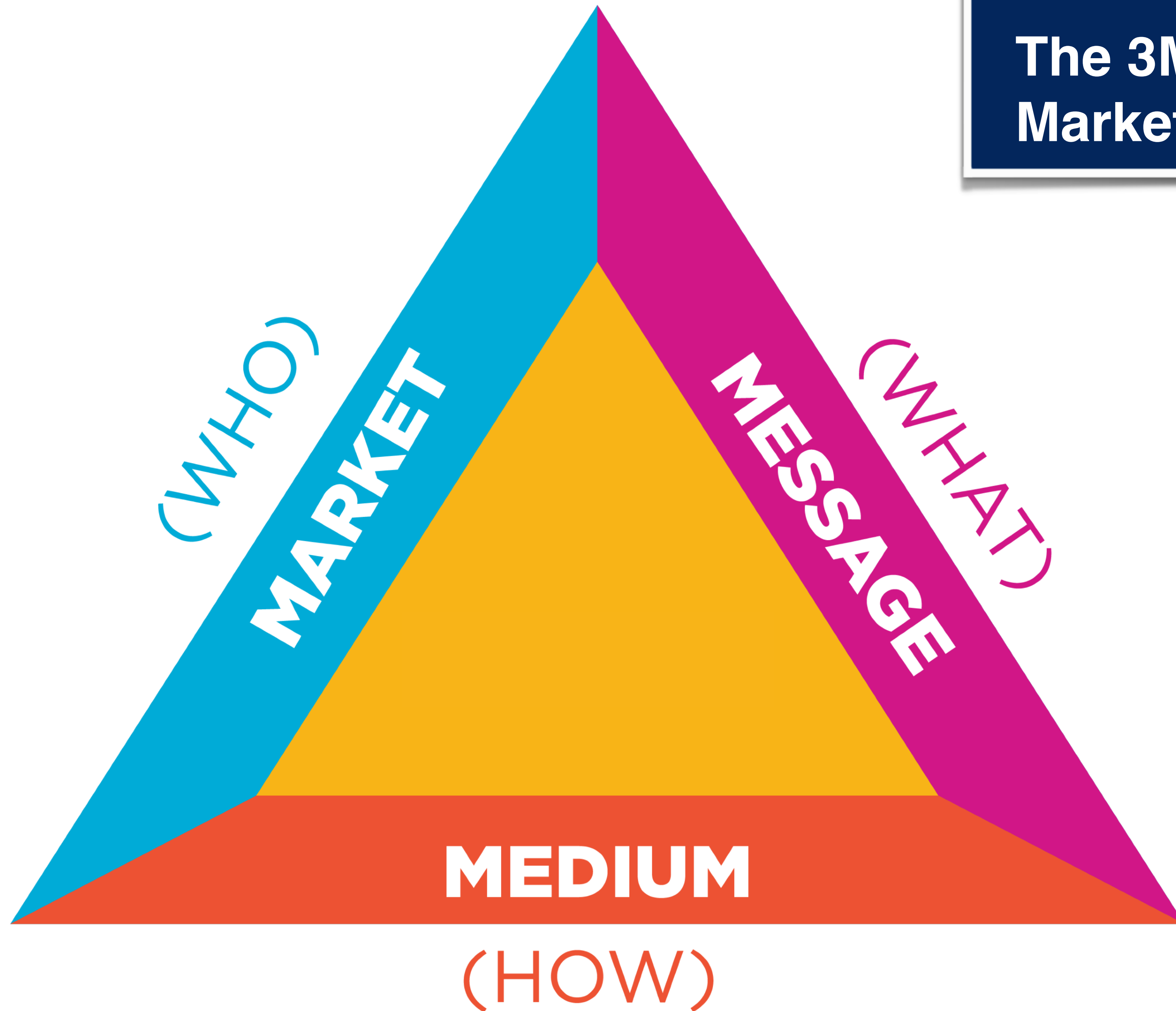
A close-up photograph of two young children. A girl with light brown hair and a blue headband with pink floral patterns is looking off-camera with a curious expression. A boy with dark hair is leaning in from the right, whispering into her ear with his hand near his mouth. The background is softly blurred, showing indoor lighting.

2

Marketing focus

The 3M's of Marketing™

 **Lifestyle Tradie**
the freedom to choose





3

Pass the baton & educate the team

“Focus all your time on
profitable products/ services first,
on jobs you enjoy, with
customers you love”



Increase Profit monthly, weekly, daily



Questions?

